

# *Appendix I: Persons Interviewed*

	First	Last	Affiliation
1	Marty	Acherman	Santa Cruz Redevelopment Agency
2	Dan	Albert	Mayor of Monterey
3	Carl	Anderson	Monterey Public Facilities Director
4	Ted	Balestreri	Sanctuary Advisory Council - Business & Tourism Co-Chair
5	Julie	Barrett-Heffington	Seymour Marine Discovery Center - Director
6	Dan	Bucher	Santa Cruz Wharf site manager
7	Pat	Camarillo	Seacliff Neighbors Coalition
8	Greg	Carter	Santa Cruz Chamber of Commerce
9	Becky	Christiansen	Manager, Elkhorn Slough Visitor Center (w/ State Fish and Game)
10	Ceil	Cirilla	Santa Cruz Redevelopment Agency Director
11	Pat	Clark-Gray	Chair - Sanctuary Education Panel
12	Monty	Criss	Sanctuary Advisory Council - Business & Tourism Co-Chair
13	Mark	Deming	Santa Cruz County Planning Department
14	Niki	Derby	President, Seacliff Improvement Assoc.
15	Thomas	Dobrovolny	Seacliff Needs a Park, Inc.
16	Adele & Glen	Eberhart	Seacliff Neighbors Coalition
17	Ralph	Fairfield	Chief Ranger, Seacliff State Beach
18	Brian	Foss	Santa Cruz Port Director
19	Ron	Franke	Seacliff Village Plan Association
20	Pepper	Golesh	Chair, Seacliff Village Plan Association
21	Ken	Gray	Resource Planner, CA State Parks, Monterey District
22	Gary	Griggs	UCSC, Long Marine Lab
23	Dan	Haifley	Sanctuary Advisory Council and O'Neil Sea Odyssey Director
24	Stephanie	Harlan	Sanctuary Advisory Council - Chair;
25	Jim	Hekkers	Exec. VP Monterey Bay Aquarium
26	John	Hibble	Aptos Chamber of Comm/ Seacliff Village Plan Committee
27	Karen Ann	Hibble	Aptos Chamber of Comm/ Seacliff Village Plan Committee
28	Shauna	Hirshfield	Ex.Dir. Monterey Maritime Museum
29	Dan	Holdren	Seacliff Village Plan Assoc.
30	Maggie	Ivy	Ex. Dir. Santa Cruz CVB
31	Christopher	Krohn	Mayor of Santa Cruz
32	Elizabeth	Leaper	Monterey Resident; Founding a Group Opposed to Center in Monterey
33	Ed	Leaper	Monterey Resident; Founding a Group Opposed to Center in Monterey
34	Marq	Lipton	Seaside Co. Marketing Director (SC Beach Boardwalk)
35	Nick	Lombardo	Pres. Monterey County Travel and Tourism Alliance
36	Dennis	Long	Monterey Bay Sanctuary Foundation - Ex. Dir.
37	Fred	Meurer	Monterey City Manager
38	Greg	Moyce	Santa Cruz Museum of Nat. History - Director
39	Carolyn	O'Donnell	New E.D. of SC Museum Association (Museum of Nat. History
40	Craig	O'Donnell	U.S. Representative Sam Farr's Office
41	Burke	Pease	Pres. Monterey County CVB
42	Ellen	Pirie	Santa Cruz County Board of Supervisors
43	Emily	Reilly	Santa Cruz City Councilmember
44	Lynn	Rhodes	CA State Parks Monterey District Superintendent
45	Diane	Sena	Monterey Bay Aquarium Heritage Harbor
46	Chris	Shake	Cannery Row Square Building
47	Dannettee	Shoemaker	S.C. Parks & Rec. Wharf Manager
48	Jennifer	Tang	Assemblymen Fred Keeley's office
49	Ken	Thomas	Santa Cruz Planning (Lead on Depot Site Master Plan)
50	Tom	Turrntine	Seacliff Neighbors Coalition
51	Dave	Vincent	State Parks
52	Susanne	Wallin	La Porte Building
53	Michael	Warren	Senator Bruce McPherson's Office
54	Bill	Wojtkowski	Monterey City Planning Director
55	Lynn	Young	Save Our Shores - President
56	Carl	Zerbe	Owns "large building" next to Cannery row FOR SALE
57	Tasos	Belias	In process of purchaseing building from Shake family
58	Alison	Indert	Assemblymen John Liard's office (replaced Keeley)

# ***Appendix II: Demographic Data***

### SUMMARY OF KEY DEMOGRAPHICS

Variable	Santa Cruz 5-Mi	Aptos 5-Mi	Monterey 5-Mi
2001 Population	111,215	69,337	93,634
Median Age	36.8	39.5	39.4
% Generation Y (5-17 yrs)	15.0%	16.1%	14.9%
% Generation X (18-34 yrs)	26.0%	19.9%	22.2%
% Baby Boomers (35-59 yrs)	39.2%	41.3%	35.7%
% Mature (60+ Yrs)	14.4%	17.0%	21.3%
Median Household Income	\$59,326	\$67,835	\$55,144
% over \$75,000	37.9%	44.5%	31.1%
% with College Degree	32.2%	32.3%	34.6%
Households with Children	28.5%	29.8%	27.9%
% Black	1.6%	1.1%	5.1%
% Asian	5.3%	3.8%	8.8%
% Hispanic (all races)	16.3%	13.2%	17.7%

## Demographic Summary Report

Analysis Geography 1:	Santa Cruz 5-Mi	3/20/2003
Analysis Geography 2:	Aptos 5-Mi	
Comparison Geography:	Monterey 5-Mi	Audience Insight LLC

### Key Demographic Indicators

	Santa Cruz 5-Mi	Aptos 5-Mi	Monterey 5-Mi
<b>2001 Estimated Population</b>	111,215	69,337	93,634
<b>Age Analysis:</b>			
# of Children, Ages 5-14	13,069	8,699	10,988
% Children, Ages 5-14	11.8%	12.5%	11.7%
# of Adults, Ages 35-59	43,623	28,632	33,431
% Adults, Ages 35-59	39.2%	41.3%	35.7%
# of Adults, Ages 60+	15,961	11,793	19,969
% Adults, Ages 60+	14.4%	17.0%	21.3%
<b>2001 Est. Households</b>	43,267	28,275	37,842
<b>Income Analysis:</b>			
# of Households with Income > \$75,000	16,394	12,571	11,783
% Households with Income > \$75,000	37.9%	44.5%	31.1%
Median Household Income*	\$59,326	\$67,835	\$55,144
*half above, half below			
Average Household Income (mean)	\$78,244	\$89,469	\$72,774
% 1990 Households Below Poverty	10.7%	7.8%	7.2%
<b>Educational Attainment</b>			
% Adults (25+) with Bachelors Degree or Higher	32.2%	32.3%	34.6%
<b>Race/Ethnicity</b>			
% Population Hispanic (independent of race)	16.3%	13.2%	17.7%
% Population Black/African American	1.6%	1.1%	5.1%
% Population Asian/Pacific Islander	5.3%	3.8%	8.8%
<b>Marital Status &amp; Children</b>			
% Single	37.1%	27.3%	26.5%
% Married	41.9%	50.0%	52.3%
% Previously Married	21.0%	22.7%	21.2%
# of Households with Children	11,220	8,085	10,671
% Households with Children	28.5%	29.8%	27.9%
<b>Travel Time to Work, 1990 Pop. 15+ Yrs.</b>			
% Under 10 Mins./Work At Home	23.4%	21.5%	28.4%
% 60+ Mins. Travel to Work	7.0%	8.3%	2.6%
Average Commute Time (in minutes)	20.7	21.9	15.4

Data reflect resident population only. Transient populations (e.g., seasonal residents, students) are not included. Data source: Claritas, U.S. Census, and updates.

## Demographic Summary Report

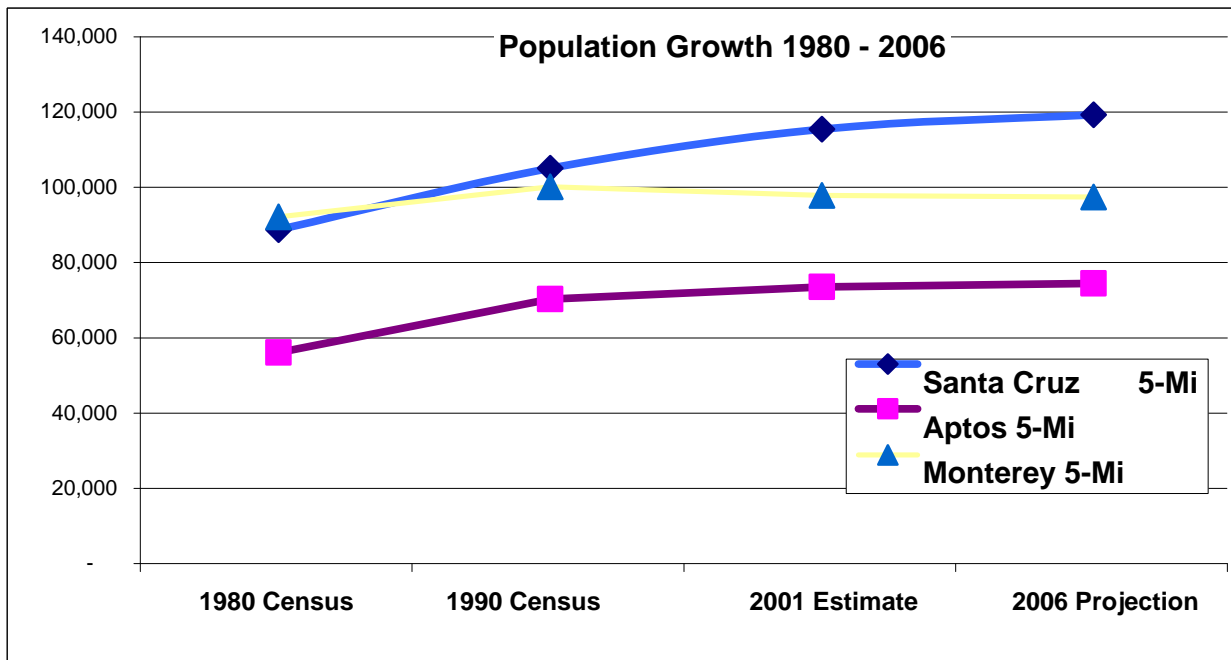
Analysis Geography 1: Santa Cruz 5-Mi  
 Analysis Geography 2: Aptos 5-Mi  
 Comparison Geography: Monterey 5-Mi

3/20/2003

Audience Insight LLC

### Population and Growth

	Santa Cruz 5-Mi	Aptos 5-Mi	Monterey 5-Mi
<b>POPULATION</b>			
2006 PROJECTION	115,064	70,286	93,256
2001 ESTIMATE	111,215	69,337	93,634
1990 CENSUS	100,895	66,108	95,946
1980 CENSUS	84,583	51,886	87,955
GROWTH 1980 - 1990	19.3%	27.4%	9.1%
<b>HOUSEHOLDS</b>			
2006 PROJECTION	44,890	28,709	37,763
2001 ESTIMATE	43,267	28,275	37,842
1990 CENSUS	39,413	27,092	38,230
1980 CENSUS	34,719	21,349	35,640
GROWTH 1980 - 1990	13.5%	26.9%	7.3%
<b>POPULATION GROWTH</b>			
CHANGE IN POPULATION, 1980-1990	16,312	14,221	7,992
CHANGE IN POPULATION, 1990-2000, EST.	10,320	3,230	-2,313
CHANGE IN POPULATION, 2000-2005, PROJ.	3,849	949	-378
CUMULATIVE CHANGE IN POP., 1980-2006	30,481	18,400	5,301

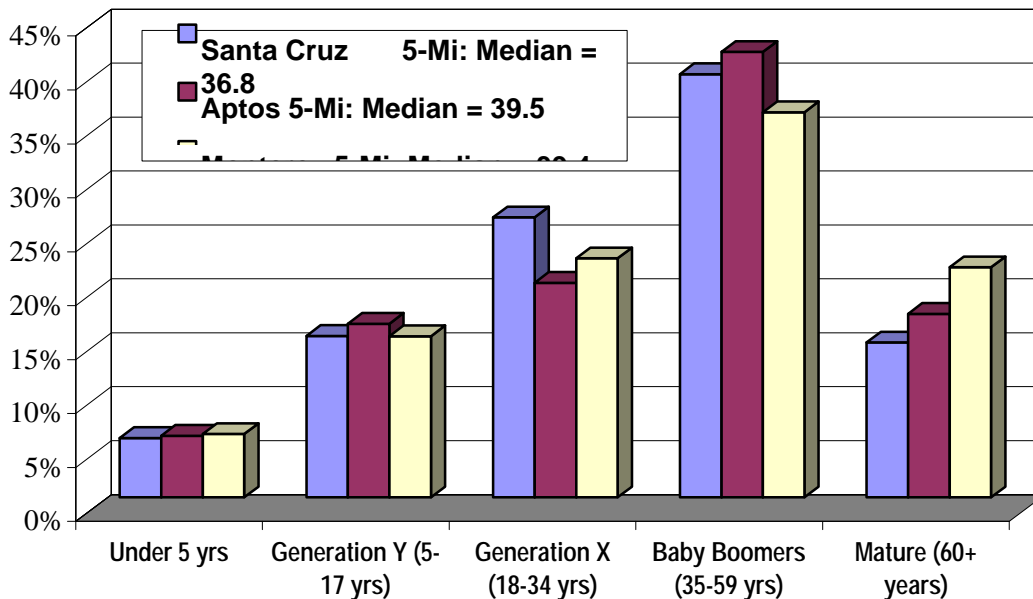


## Demographic Summary Report

Analysis Geography 1:	Santa Cruz	5-Mi	3/20/2003
Analysis Geography 2:	Aptos 5-Mi		
Comparison Geography:	Monterey 5-Mi		Audience Insight LLC

### Age

	Santa Cruz Mi	5- Aptos 5-Mi	Monterey 5-Mi
<b>2001 EST. POPULATION BY AGE</b>	111,215	69,337	93,634
UNDER 5 YEARS	5.5%	5.7%	5.9%
5 TO 9 YEARS	5.8%	6.2%	5.8%
10 TO 14 YEARS	6.0%	6.4%	5.9%
15 TO 17 YEARS	3.2%	3.5%	3.2%
18 TO 20 YEARS	6.3%	3.2%	4.2%
21 TO 24 YEARS	5.8%	3.9%	4.8%
25 TO 29 YEARS	5.4%	5.3%	6.1%
30 TO 34 YEARS	8.5%	7.5%	7.1%
35 TO 39 YEARS	9.9%	9.1%	7.9%
40 TO 49 YEARS	17.9%	19.1%	15.6%
50 TO 59 YEARS	11.4%	13.1%	12.2%
60 TO 64 YEARS	3.2%	3.9%	4.4%
65 TO 69 YEARS	2.5%	3.1%	4.1%
70 TO 74 YEARS	2.4%	3.0%	4.2%
75+ YEARS	6.2%	7.0%	8.6%
 MEDIAN AGE	 36.81	 39.54	 39.45
AVERAGE AGE	37.02	38.86	39.92



## Demographic Summary Report

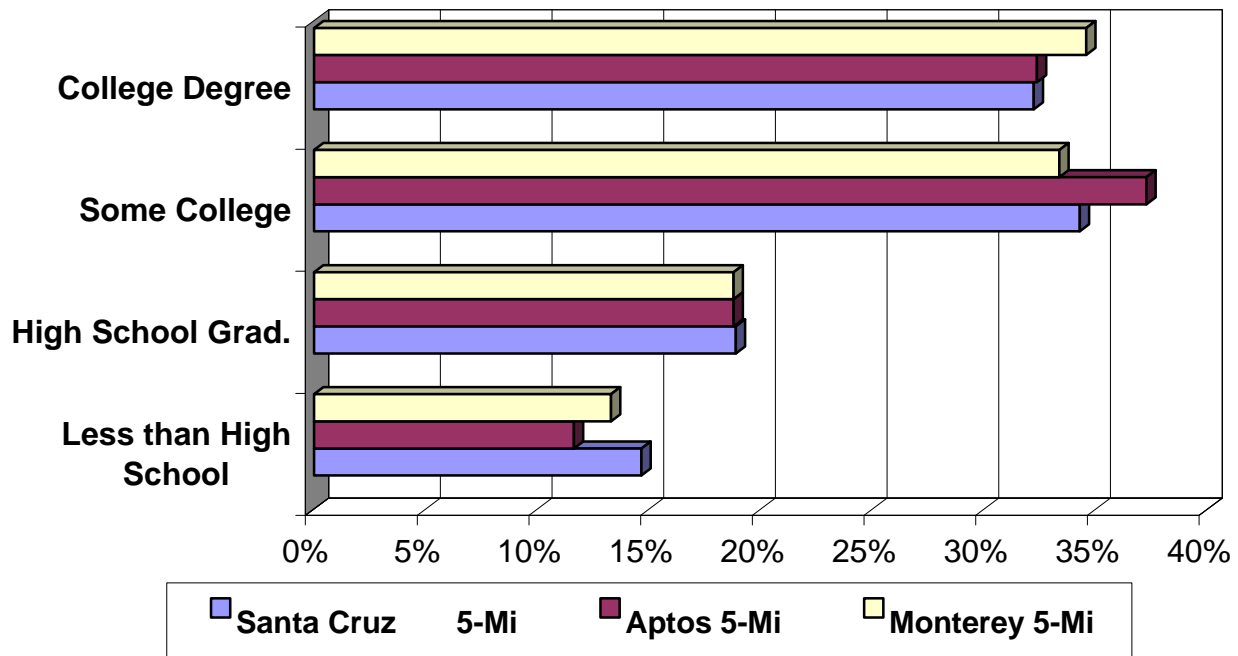
Analysis Geography 1: Santa Cruz 5-Mi  
 Analysis Geography 2: Aptos 5-Mi  
 Comparison Geography: Monterey 5-Mi

3/20/2003

Audience Insight LLC

### Educational Attainment

	Santa Cruz 5-Mi	Aptos 5-Mi	Monterey 5-Mi
<b>POPULATION ENROLLED IN SCHOOL (1990)</b>	32,344	17,800	22,934
PUBLIC PRE- PRIMARY	2.8%	3.9%	4.7%
PRIVATE PRE- PRIMARY	2.4%	3.8%	2.1%
PUBLIC ELEM/HIGH	37.3%	46.9%	45.9%
PRIVATE ELEM/HIGH	2.4%	4.2%	4.4%
ENROLLED IN COLLEGE	55.2%	41.1%	42.9%
<b>1990 POPULATION (25+) BY EDUCATION LEVEL</b>	65,233	46,218	66,072
ELEMENTARY (0-8)	6.0%	4.3%	5.3%
SOME HIGH SCHOOL (9-11)	8.6%	7.3%	8.0%
HIGH SCHOOL GRAD. (12)	18.9%	18.8%	18.8%
SOME COLLEGE (13-15) NO DEGREE	25.8%	27.6%	25.3%
ASSOCIATES DEGREE ONLY	8.5%	9.7%	8.0%
BACHELORS DEGREE ONLY	20.7%	20.8%	21.2%
GRADUATE DEGREE	11.5%	11.6%	13.4%





## Demographic Summary Report

Analysis Geography 1: Santa Cruz 5-Mi  
 Analysis Geography 2: Aptos 5-Mi  
 Comparison Geography: Monterey 5-Mi

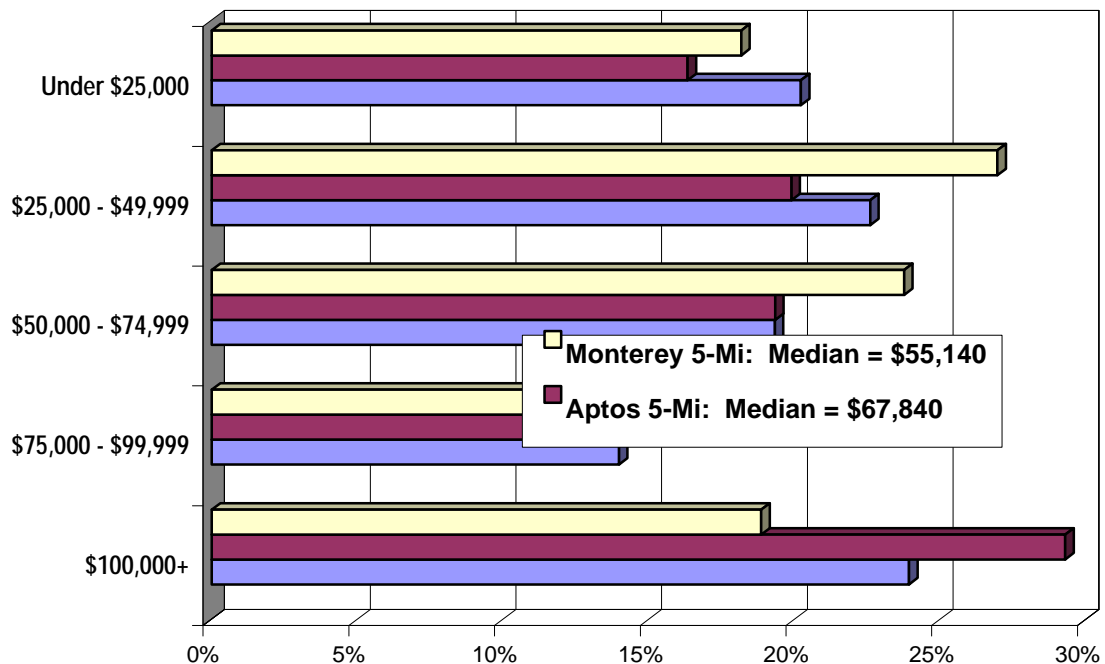
3/20/2003

Audience Insight LLC

### Income

	Santa Cruz 5-Mi	Aptos 5-Mi	Monterey 5-Mi
<b>2001 EST. HOUSEHOLDS BY INCOME</b>	43,267	28,275	37,842
Under \$15,000	9.8%	8.0%	8.2%
\$ 15,000 - \$24,999	10.5%	8.3%	9.9%
\$ 25,000 - \$34,999	8.7%	7.1%	10.5%
\$ 35,000 - \$49,999	13.9%	12.8%	16.4%
\$ 50,000 - \$74,999	19.3%	19.3%	23.7%
\$ 75,000 - \$99,999	14.0%	15.2%	12.3%
\$100,000 - \$149,999	13.4%	15.4%	9.9%
\$150,000+	10.5%	13.8%	8.9%

2001 EST. AVERAGE HH INCOME	\$78,244	\$89,469	\$72,774
2001 EST. MEDIAN HH INCOME	\$59,326	\$67,835	\$55,144
2001 EST. INCOME PER CAPITA	\$30,900	\$36,758	\$30,458



## Demographic Summary Report

Analysis Geography 1: Santa Cruz 5-Mi

3/20/2003

Analysis Geography 2: Aptos 5-Mi

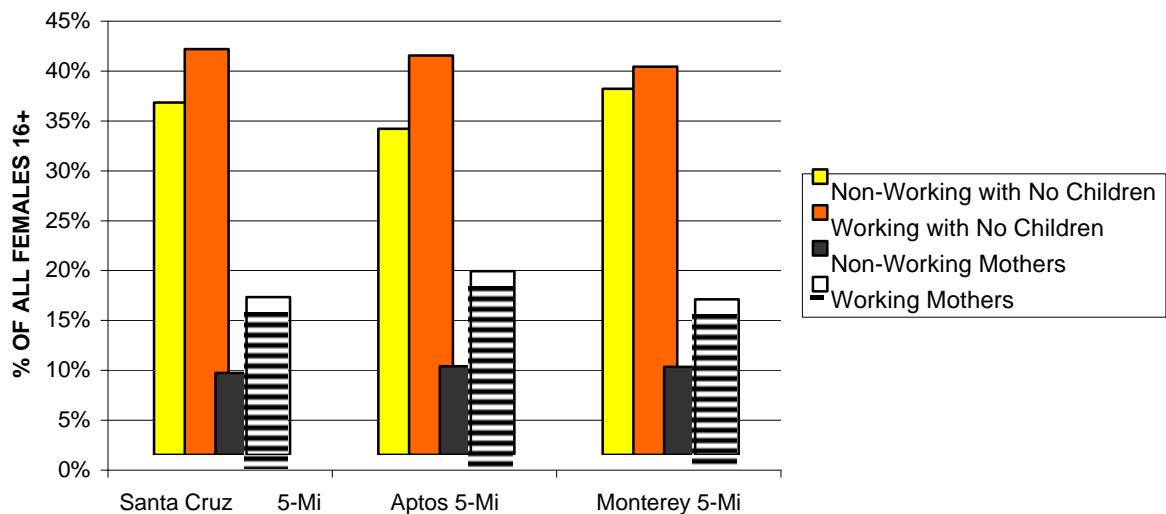
Comparison Geography: Monterey 5-Mi

Audience Insight LLC

### Mothers & The Labor Force

	Santa Cruz 5-Mi	Aptos 5-Mi	Monterey 5-Mi
<b>FEMALES IN THE LABOR FORCE</b>			
FEMALES 16+ (1990 BASE)	42,792	27,712	40,508
WORKING WITH CHILD 0 - 5	4.2%	4.7%	4.5%
WORKING WITH CHILD 6 - 17	8.9%	10.2%	8.9%
WORKING WITH CHILD 0 - 5 & 6 - 17	2.7%	3.5%	2.2%
TOTAL WORKING MOTHERS	15.8%	18.4%	15.6%
WORKING WITH NO CHILDREN	40.7%	40.0%	38.9%
TOTAL WORKING FEMALES	56.5%	58.4%	54.5%
NOT WORKING WITH CHILD 0 - 5	3.3%	3.4%	4.0%
NOT WORKING WITH CHILD 6 - 17	2.6%	3.0%	2.5%
NOT WORKING WITH CHILD 0-5 & 6-18	2.3%	2.4%	2.3%
TOTAL NON-WORKING MOTHERS	8.2%	8.9%	8.8%
NOT WORKING WITH NO CHILDREN	35.3%	32.7%	36.7%
TOTAL NON-WORKING FEMALES	43.5%	41.6%	45.5%

#### FEMALES 16+ IN THE LABOR FORCE



## Demographic Summary Report

Analysis Geography 1: Santa Cruz 5-Mi

3/20/2003

Analysis Geography 2: Aptos 5-Mi

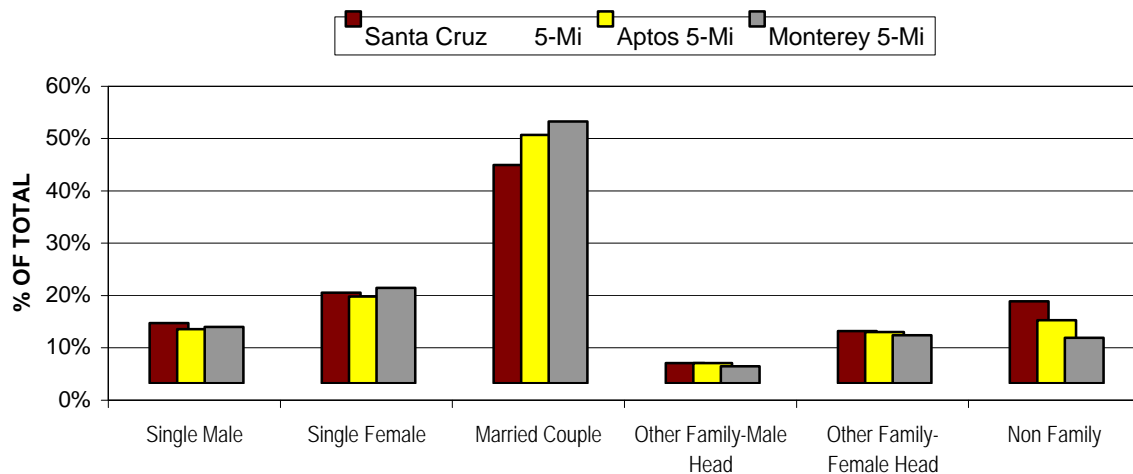
Comparison Geography: Monterey 5-Mi

Audience Insight LLC

### Marital Status & Household Composition

	Santa Cruz 5-Mi	Aptos 5-Mi	Monterey 5-Mi
<b>MARITAL STATUS PERSONS 15+</b>	84,272	54,142	79,729
SINGLE MALE	20.6%	15.7%	15.8%
SINGLE FEMALE	16.5%	11.6%	10.8%
MARRIED	41.9%	50.0%	52.3%
PREVIOUSLY MARRIED MALE	6.7%	7.2%	6.3%
PREVIOUSLY MARRIED FEMALE	14.3%	15.5%	14.8%
<b>HOUSEHOLDS WITH CHILDREN (1990)</b>			
TOTAL HOUSEHOLDS	39,413	27,092	38,230
HOUSEHOLDS WITH CHILDREN	11,220	8,085	10,671
% HOUSEHOLDS WITH CHILDREN	28.5%	29.8%	27.9%
% MARRIED COUPLE FAMILY	66.1%	69.2%	72.5%
<b>HOUSEHOLDS BY TYPE</b>			
TOTAL HOUSEHOLDS	39,413	27,092	38,230
SINGLE MALE	11.5%	10.3%	10.7%
SINGLE FEMALE	17.3%	16.5%	18.2%
MARRIED COUPLE	41.7%	47.5%	50.0%
OTHER FAMILY-MALE HEAD	3.8%	3.9%	3.2%
OTHER FAMILY-FEMALE HEAD	10.0%	9.8%	9.1%
NON FAMILY-MALE HEAD	8.9%	6.9%	5.0%
NON FAMILY-FEMALE HEAD	6.8%	5.1%	3.7%

#### HOUSEHOLD COMPOSITION ANALYSIS



## Demographic Summary Report

Analysis Geography 1: Santa Cruz 5-Mi

3/20/2003

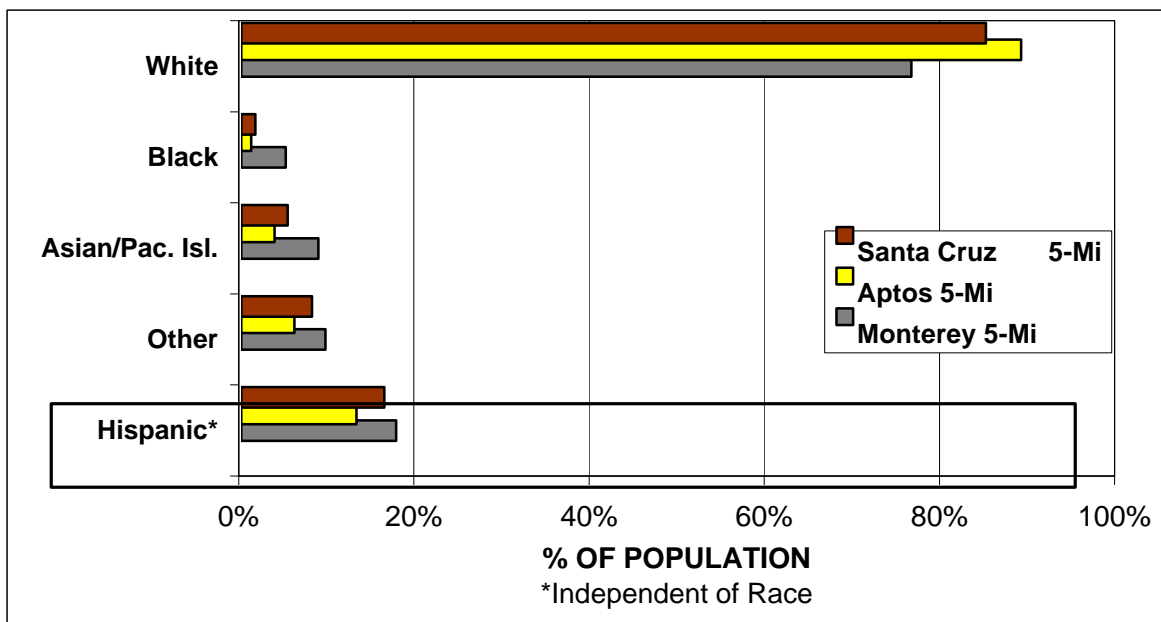
Analysis Geography 2: Aptos 5-Mi

Comparison Geography: Monterey 5-Mi

Audience Insight LLC

### Race

	Santa Cruz 5-Mi	Aptos 5-Mi	Monterey 5-Mi
<b>2001 EST. POP. BY RACE &amp; HISP. ORIGIN</b>	111,215	69,337	93,634
WHITE	85.0%	89.0%	76.5%
BLACK	1.6%	1.1%	5.1%
ASIAN & PACIFIC ISLANDER	5.3%	3.8%	8.8%
OTHER RACES	8.1%	6.1%	9.6%
HISPANIC ORIGIN (INDEPENDENT OF RACE)	16.3%	13.2%	17.7%
<b>2001 HISPANICS BY RACE</b>	18,153	9,119	16,546
WHITE	55.0%	59.5%	47.7%
BLACK	0.9%	0.6%	1.4%
ASIAN	1.5%	1.5%	1.3%
OTHER	42.6%	38.4%	49.6%
<b>HISPANIC POPULATION BY TYPE (1990)</b>	100,895	66,108	95,946
NOT OF HISPANIC ORIGIN	88.0%	91.2%	90.1%
MEXICAN	9.3%	6.7%	6.3%
PUERTO RICAN	0.3%	0.3%	0.5%
CUBAN	0.1%	0.1%	0.1%
OTHER HISPANIC	2.3%	1.8%	3.0%



## ***Demographic Summary Report***

Analysis Geography 1:	Santa Cruz 5-Mi	3/20/2003
Analysis Geography 2:	Aptos 5-Mi	
Comparison Geography:	Monterey 5-Mi	Audience Insight LLC

### ***Property Values & Housing Stock***

	Santa Cruz 5-Mi	Aptos 5-Mi	Monterey 5-Mi
<b>OWNER OCCUPIED PROPERTY VALUES</b>	14,973	11,722	16,896
UNDER \$25,000	0.32%	0.31%	0.38%
\$25,000 TO \$49,999	0.50%	0.48%	0.59%
\$50,000 TO \$74,999	1.03%	0.62%	1.01%
\$75,000 TO \$99,999	1.85%	1.31%	2.80%
\$100,000 TO \$149,999	6.03%	3.79%	10.36%
\$150,000 TO \$199,999	13.52%	11.17%	14.49%
\$200,000 TO \$299,999	42.81%	40.44%	27.76%
\$300,000 TO \$399,999	19.55%	23.76%	17.23%
\$400,000 TO \$499,999	7.06%	9.42%	10.48%
\$500,000 +	7.34%	8.70%	14.89%
<b>1990 MEDIAN PROPERTY VALUE</b>	\$262,504	\$279,909	\$273,364
<b>YEAR ROUND UNITS IN STRUCTURE</b>	42,806	29,898	42,227
SINGLE UNITS DETACHED	53.2%	57.1%	60.9%
SINGLE UNITS ATTACHED	8.9%	10.2%	8.2%
DOUBLE UNITS	4.2%	3.3%	4.1%
3 TO 9 UNITS	12.0%	9.2%	13.0%
10 TO 19 UNITS	4.5%	2.3%	5.3%
20 TO 49 UNITS	3.0%	1.9%	3.0%
50 + UNITS	3.1%	2.2%	3.0%
MOBILE HOME OR TRAILER	9.4%	12.2%	1.0%
ALL OTHER	1.7%	1.6%	1.5%
<b>SINGLE/MULTIPLE UNIT RATIO</b>	2.31	3.56	2.43
<b>HOUSING UNITS BY YEAR BUILT</b>	39,336	27,091	38,168
BUILT 1989 TO MARCH 1990	1.4%	1.8%	1.4%
BUILT 1985 TO 1988	7.7%	8.4%	6.0%
BUILT 1980 TO 1984	7.9%	11.7%	5.7%
BUILT 1970 TO 1979	23.6%	29.5%	19.0%
BUILT 1960 TO 1969	20.4%	24.2%	21.3%
BUILT 1950 TO 1959	13.5%	11.0%	22.3%
BUILT 1940 TO 1949	10.0%	6.4%	11.2%
BUILT 1939 OR EARLIER	15.5%	6.9%	13.2%
<b>POPULATION BY URBAN VS. RURAL</b>			
URBAN	97.5%	94.5%	97.5%
RURAL	2.5%	5.5%	2.5%

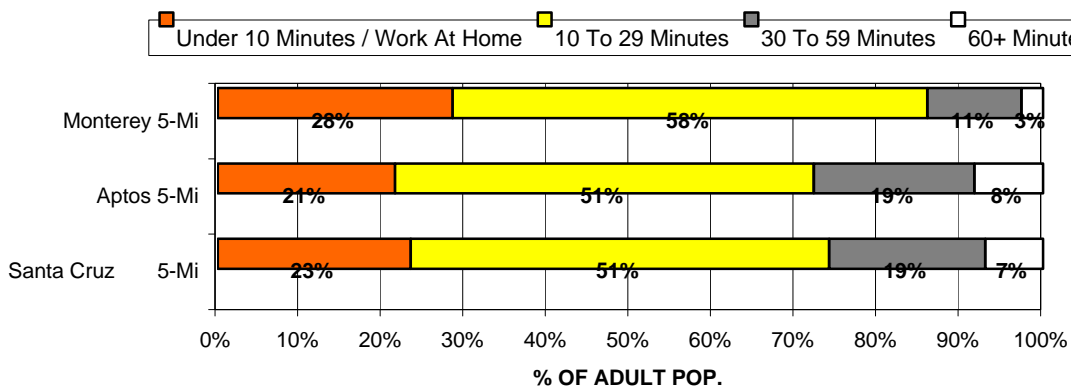
## Demographic Summary Report

Analysis Geography 1:	Santa Cruz 5-Mi	3/20/2003
Analysis Geography 2:	Aptos 5-Mi	
Comparison Geography:	Monterey 5-Mi	Audience Insight LLC

### No. of Vehicles & Travel Time To Work

	Santa Cruz 5-Mi	Aptos 5-Mi	Monterey 5-Mi
<b>HOUSEHOLDS BY NO. OF VEHICLES</b>			
	39,336	27,091	38,168
NO VEHICLES	9.1%	5.6%	7.5%
1 VEHICLE	34.6%	32.1%	40.1%
2 VEHICLES	36.6%	39.4%	36.4%
3+ VEHICLES	19.6%	22.8%	16.0%
<b>1990 POP. 16+ BY TRAVEL TIME TO WORK</b>			
	52,142	35,243	49,933
UNDER 10 MINUTES	23.4%	21.5%	28.4%
10 TO 29 MINUTES	50.7%	50.7%	57.5%
30 TO 59 MINUTES	18.9%	19.5%	11.4%
60 TO 89 MINUTES	5.6%	6.8%	1.5%
90+ MINUTES	1.4%	1.6%	1.1%
<b>AVERAGE TRAVEL TIME IN MINUTES</b>	20.7	21.9	15.4
<b>1990 POP. 16+ BY TRANSPORTATION TO WORK</b>			
	52,142	35,243	49,933
DRIVE ALONE	67.2%	74.7%	69.2%
CAR POOL	12.3%	12.5%	11.5%
PUBLIC TRANSPORTATION	5.2%	2.1%	2.9%
DRIVE MOTORCYCLE	0.8%	0.3%	0.8%
WALKED ONLY	4.8%	2.2%	9.4%
OTHER MEANS	4.5%	2.6%	2.3%
WORKED AT HOME	5.2%	5.6%	3.9%

**1990 POPULATION (16+) BY DRIVE TIME TO WORK**



## Demographic Summary Report

Analysis Geography 1: Santa Cruz 5-Mi

3/20/2003

Analysis Geography 2: Aptos 5-Mi

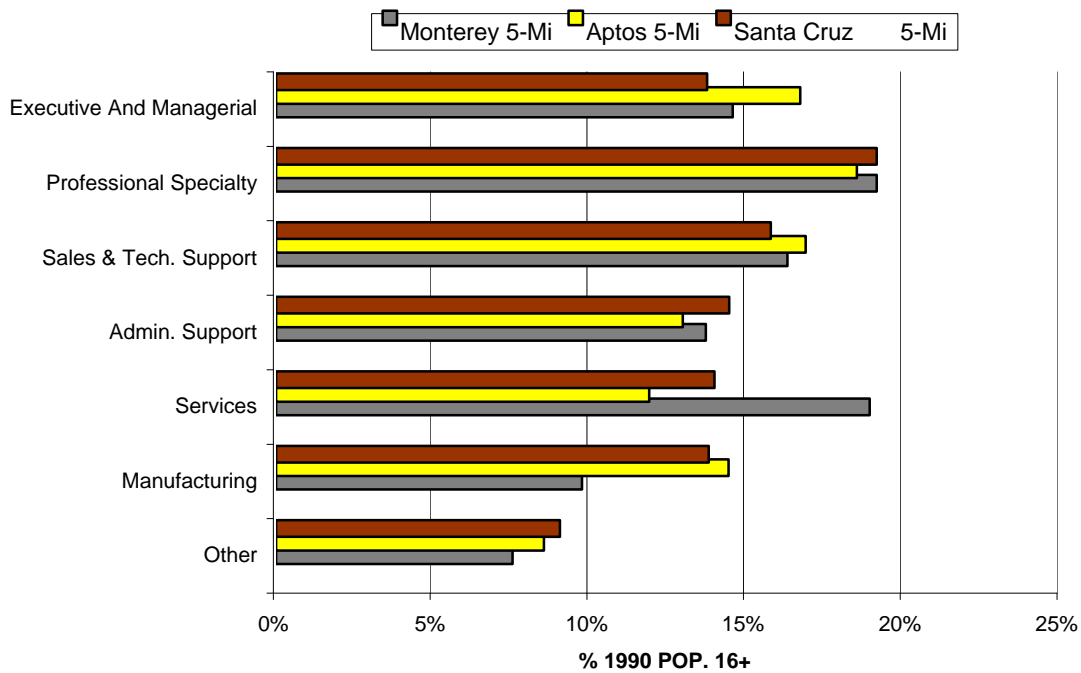
Comparison Geography: Monterey 5-Mi

Audience Insight LLC

### Occupation

	Santa Cruz 5-Mi	Aptos 5-Mi	Monterey 5-Mi
<b>1990 POPULATION 16+ BY OCCUPATION</b>	53,675	35,940	43,427
EXECUTIVE AND MANAGERIAL	13.8%	16.7%	14.6%
PROFESSIONAL SPECIALTY	19.2%	18.5%	19.2%
TECHNICAL SUPPORT	4.3%	3.6%	3.1%
SALES	11.5%	13.3%	13.2%
ADMINISTRATIVE SUPPORT	14.5%	13.0%	13.7%
SERVICE: PRIVATE HOUSEHOLD	0.5%	0.8%	0.9%
SERVICE: PROTECTIVE	1.4%	1.5%	1.8%
SERVICE: OTHER	12.1%	9.7%	16.2%
FARMING FORESTRY & FISHING	2.7%	2.6%	3.2%
PRECISION PRODUCTION & CRAFT	10.2%	11.4%	7.6%
MACHINE OPERATOR	3.6%	3.1%	2.2%
TRANS. AND MATERIAL MOVING	2.9%	2.9%	1.7%
LABORERS	3.5%	3.0%	2.7%

**1990 % POPULATION 16+ BY OCCUPATION**



## SUMMARY OF KEY DEMOGRAPHICS

Variable	Proximate Metro Area	California	#REF!
2001 Population	666,308	34,199,404	284,002,368
Median Age	34.1	34.8	36.1
% Generation Y (5-17 yrs)	19.4%	19.0%	18.4%
% Generation X (18-34 yrs)	24.1%	23.6%	23.0%
% Baby Boomers (35-59 yrs)	35.1%	35.0%	34.5%
% Mature (60+ Yrs)	13.6%	14.7%	17.2%
Median Household Income	\$58,659	\$50,187	\$45,417
% over \$75,000	35.9%	30.4%	25.2%
% with College Degree	24.9%	23.4%	20.3%
Households with Children	38.9%	37.6%	36.5%
% Black	2.9%	7.0%	12.6%
% Asian	6.3%	12.2%	4.2%
% Hispanic (all races)	39.6%	32.7%	12.7%



## Demographic Summary Report

Analysis Geography 1:	Proximate Metro Area	3/20/2003
Analysis Geography 2:	California	
Comparison Geography:	#REF!	Audience Insight LLC

### Key Demographic Indicators

	Proximate Metro Area	California	USA
<b>2001 Estimated Population</b>	666,308	34,199,404	284,002,368
<b>Age Analysis:</b>			
# of Children, Ages 5-14	101,264	5,116,703	40,667,846
% Children, Ages 5-14	15.2%	15.0%	14.3%
# of Adults, Ages 35-59	233,969	11,978,723	97,887,106
% Adults, Ages 35-59	35.1%	35.0%	34.5%
# of Adults, Ages 60+	90,425	5,030,984	48,708,333
% Adults, Ages 60+	13.6%	14.7%	17.2%
<b>2001 Est. Households</b>	223,375	11,960,016	107,023,920
<b>Income Analysis:</b>			
# of Households with Income > \$75,000	80,267	3,630,133	26,983,249
% Households with Income > \$75,000	35.9%	30.4%	25.2%
Median Household Income*	\$58,659	\$50,187	\$45,417
*half above, half below			
Average Household Income (mean)	\$77,166	\$69,681	\$61,904
% 1990 Households Below Poverty	9.0%	10.1%	12.7%
<b>Educational Attainment</b>			
% Adults (25+) with Bachelors Degree or Higher	24.9%	23.4%	20.3%
<b>Race/Ethnicity</b>			
% Population Hispanic (independent of race)	39.6%	32.7%	12.7%
% Population Black/African American	2.9%	7.0%	12.6%
% Population Asian/Pacific Islander	6.3%	12.2%	4.2%
<b>Marital Status &amp; Children</b>			
% Single	29.4%	30.1%	26.9%
% Married	53.4%	51.9%	54.8%
% Previously Married	17.2%	18.0%	18.3%
# of Households with Children	76,431	3,906,232	33,587,136
% Households with Children	38.9%	37.6%	36.5%
<b>Travel Time to Work, 1990 Pop. 15+ Yrs.</b>			
% Under 10 Mins./Work At Home	23.1%	15.9%	18.8%
% 60+ Mins. Travel to Work	5.6%	7.6%	5.9%
Average Commute Time (in minutes)	19.8	23.8	21.7

Data reflect resident population only. Transient populations (e.g., seasonal residents, students) are not included. Data source: Claritas, U.S. Census, and updates.

## Demographic Summary Report

Analysis Geography 1: Proximate Metro Area

3/20/2003

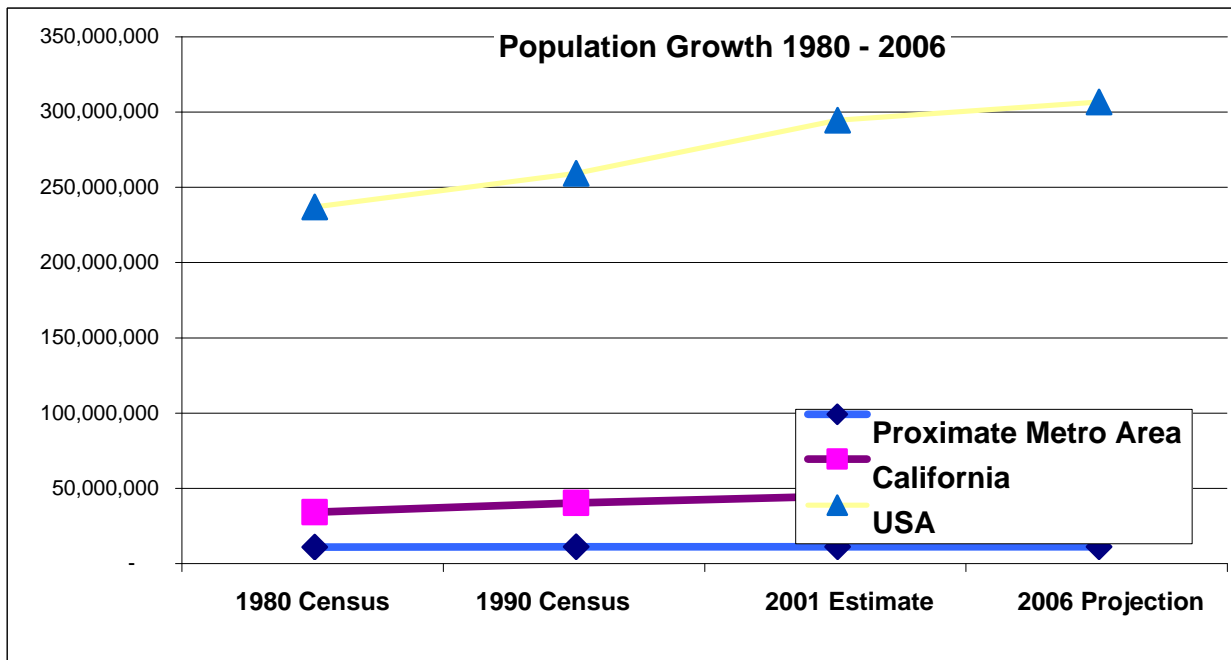
Analysis Geography 2: California

Comparison Geography: #REF!

Audience Insight LLC

### Population and Growth

	Proximate Metro Area	California	USA
<b>POPULATION</b>			
2006 PROJECTION	698,667	35,760,644	296,112,288
2001 ESTIMATE	666,308	34,199,404	284,002,368
1990 CENSUS	585,394	29,760,022	248,709,872
1980 CENSUS	478,585	23,667,910	226,545,856
GROWTH 1980 - 1990	22.3%	25.7%	9.8%
<b>HOUSEHOLDS</b>			
2006 PROJECTION	233,718	12,547,508	112,316,656
2001 ESTIMATE	223,375	11,960,016	107,023,920
1990 CENSUS	196,531	10,381,206	91,947,408
1980 CENSUS	167,527	8,629,867	80,389,688
GROWTH 1980 - 1990	17.3%	20.3%	14.4%
<b>POPULATION GROWTH</b>			
CHANGE IN POPULATION, 1980-1990	106,809	6,092,112	22,164,016
CHANGE IN POPULATION, 1990-2000, EST.	80,914	4,439,382	35,292,496
CHANGE IN POPULATION, 2000-2005, PROJ.	32,359	1,561,240	12,109,920
CUMULATIVE CHANGE IN POP., 1980-2006	220,082	12,092,734	69,566,432



## Demographic Summary Report

Analysis Geography 1: Proximate Metro Area

3/20/2003

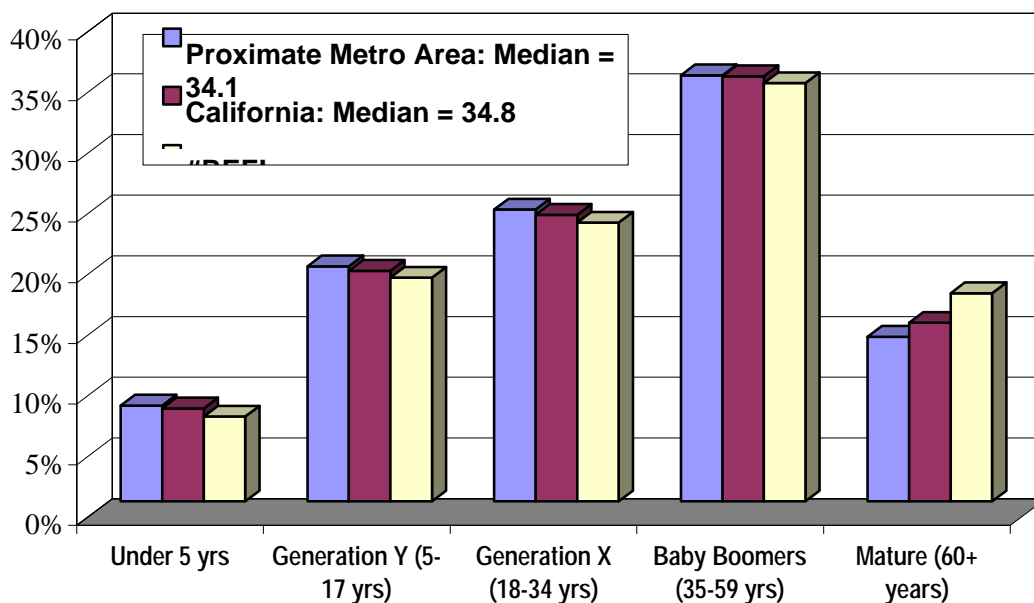
Analysis Geography 2: California

Comparison Geography: #REF!

Audience Insight LLC

### Age

	Proximate Metro Area	California	#REF!
<b>2001 EST. POPULATION BY AGE</b>	666,308	34,199,402	284,002,352
UNDER 5 YEARS	7.9%	7.7%	7.0%
5 TO 9 YEARS	7.7%	7.6%	7.1%
10 TO 14 YEARS	7.5%	7.4%	7.2%
15 TO 17 YEARS	4.2%	4.0%	4.1%
18 TO 20 YEARS	4.6%	4.0%	4.2%
21 TO 24 YEARS	5.5%	5.2%	5.2%
25 TO 29 YEARS	6.3%	6.7%	6.5%
30 TO 34 YEARS	7.6%	7.7%	7.1%
35 TO 39 YEARS	8.5%	8.1%	7.5%
40 TO 49 YEARS	16.1%	15.9%	15.4%
50 TO 59 YEARS	10.6%	11.1%	11.6%
60 TO 64 YEARS	3.3%	3.7%	4.1%
65 TO 69 YEARS	2.7%	3.1%	3.6%
70 TO 74 YEARS	2.6%	2.8%	3.3%
75+ YEARS	4.9%	5.1%	6.1%
<b>MEDIAN AGE</b>	34.14	34.83	36.08
<b>AVERAGE AGE</b>	34.62	35.36	36.75



## Demographic Summary Report

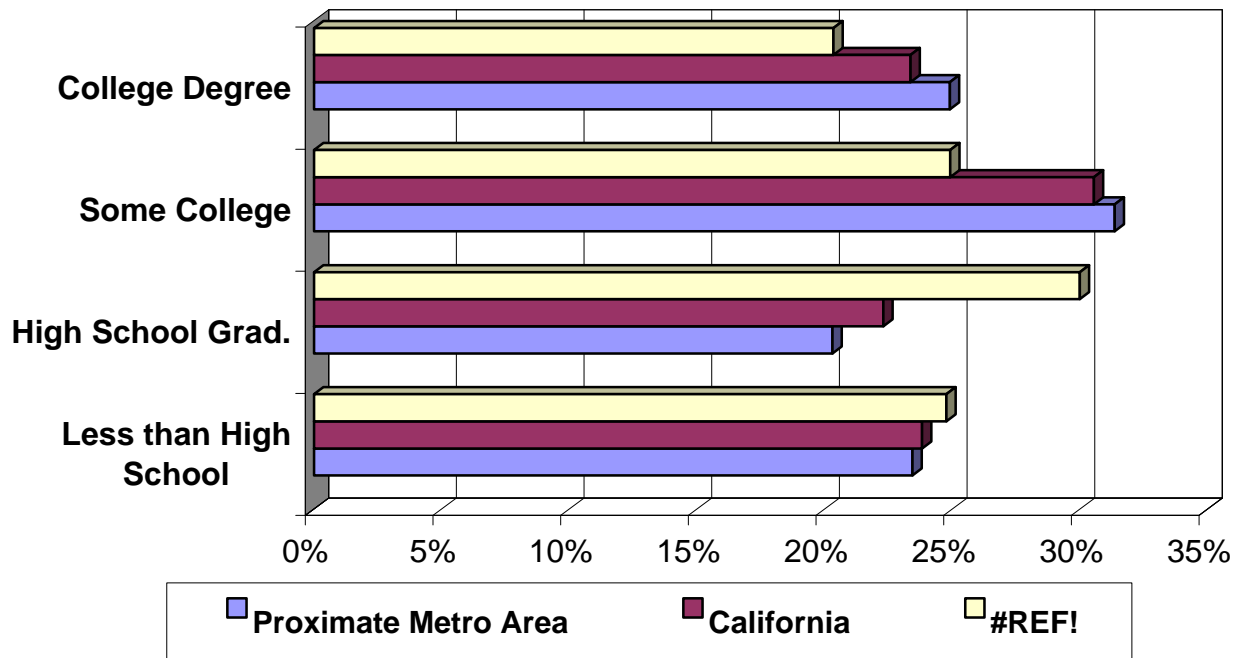
Analysis Geography 1: Proximate Metro Area  
 Analysis Geography 2: California  
 Comparison Geography: #REF!

3/20/2003

Audience Insight LLC

### Educational Attainment

	Proximate Metro Area	California	#REF!
<b>POPULATION ENROLLED IN SCHOOL (1990)</b>	165,074	8,300,046	64,987,136
PUBLIC PRE- PRIMARY	3.8%	3.5%	4.1%
PRIVATE PRE- PRIMARY	2.2%	2.7%	2.8%
PUBLIC ELEM/HIGH	56.4%	56.8%	59.1%
PRIVATE ELEM/HIGH	4.1%	5.8%	6.4%
ENROLLED IN COLLEGE	33.5%	31.2%	27.6%
<b>1990 POPULATION (25+) BY EDUCATION LEVEL</b>	359,968	18,695,500	158,868,480
ELEMENTARY (0-8)	13.0%	11.2%	10.4%
SOME HIGH SCHOOL (9-11)	10.4%	12.6%	14.4%
HIGH SCHOOL GRAD. (12)	20.3%	22.3%	30.0%
SOME COLLEGE (13-15) NO DEGREE	23.5%	22.6%	18.7%
ASSOCIATES DEGREE ONLY	7.8%	7.9%	6.2%
BACHELORS DEGREE ONLY	16.2%	15.3%	13.1%
GRADUATE DEGREE	8.8%	8.1%	7.2%



## Demographic Summary Report

Analysis Geography 1: Proximate Metro Area

3/20/2003

Analysis Geography 2: California

Comparison Geography: #REF!

Audience Insight LLC

### Income

	Proximate Metro Area	California	#REF!
<b>2001 EST. HOUSEHOLDS BY INCOME</b>	223,375	11,960,016	107,023,920
Under \$15,000	8.1%	12.1%	14.4%
\$ 15,000 - \$24,999	9.6%	11.5%	12.6%
\$ 25,000 - \$34,999	9.8%	11.1%	12.0%
\$ 35,000 - \$49,999	15.1%	15.2%	15.8%
\$ 50,000 - \$74,999	21.5%	19.8%	20.0%
\$ 75,000 - \$99,999	14.0%	12.2%	11.2%
\$100,000 - \$149,999	12.0%	10.4%	8.3%
\$150,000+	9.9%	7.7%	5.7%

2001 EST. AVERAGE HH INCOME

\$77,166

\$69,681

\$61,904

2001 EST. MEDIAN HH INCOME

\$58,659

\$50,187

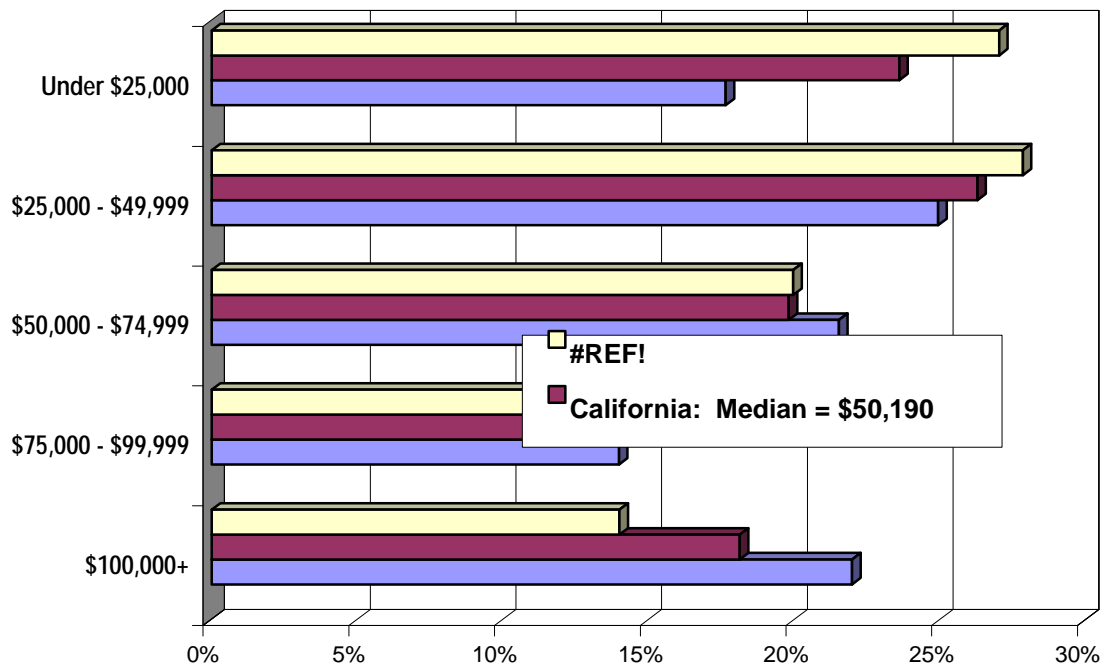
\$45,417

2001 EST. INCOME PER CAPITA

\$26,730

\$24,605

\$23,622



## Demographic Summary Report

Analysis Geography 1: Proximate Metro Area

3/20/2003

Analysis Geography 2: California

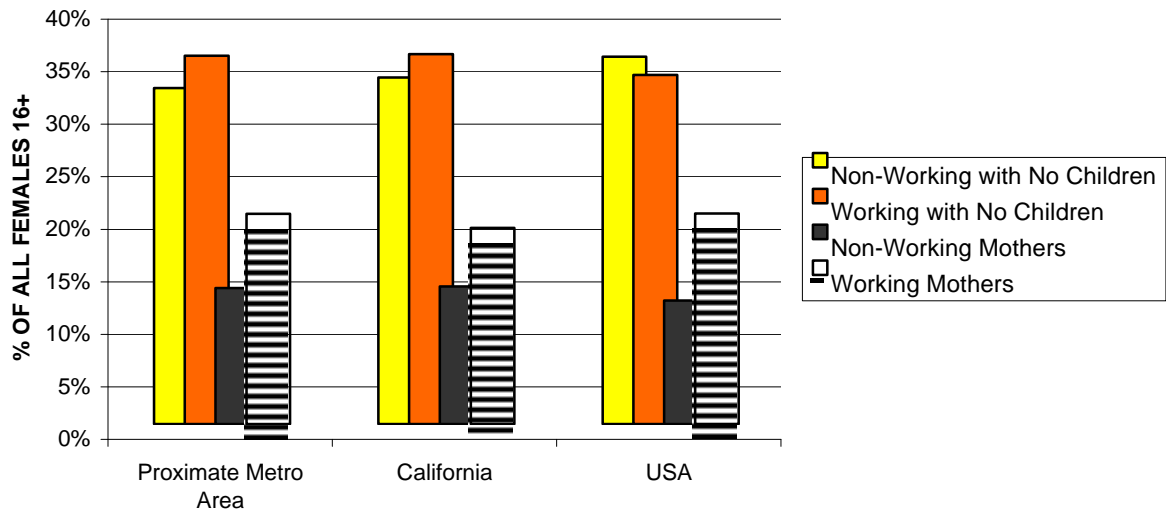
Comparison Geography: #REF!

Audience Insight LLC

### Mothers & The Labor Force

	Proximate Metro Area	California	USA
<b>FEMALES IN THE LABOR FORCE</b>			
FEMALES 16+ (1990 BASE)	219,892	11,479,705	99,803,376
WORKING WITH CHILD 0 - 5	5.1%	4.8%	4.8%
WORKING WITH CHILD 6 - 17	10.8%	10.3%	11.7%
WORKING WITH CHILD 0 - 5 & 6 - 17	4.1%	3.6%	3.6%
TOTAL WORKING MOTHERS	20.0%	18.7%	20.0%
WORKING WITH NO CHILDREN	35.1%	35.2%	33.2%
TOTAL WORKING FEMALES	55.1%	53.9%	53.3%
NOT WORKING WITH CHILD 0 - 5	4.7%	4.3%	3.8%
NOT WORKING WITH CHILD 6 - 17	4.3%	4.9%	4.8%
NOT WORKING WITH CHILD 0-5 & 6-18	3.9%	3.9%	3.2%
TOTAL NON-WORKING MOTHERS	12.9%	13.1%	11.8%
NOT WORKING WITH NO CHILDREN	32.0%	33.0%	35.0%
TOTAL NON-WORKING FEMALES	44.9%	46.1%	46.7%

#### FEMALES 16+ IN THE LABOR FORCE



## Demographic Summary Report

Analysis Geography 1: Proximate Metro Area

3/20/2003

Analysis Geography 2: California

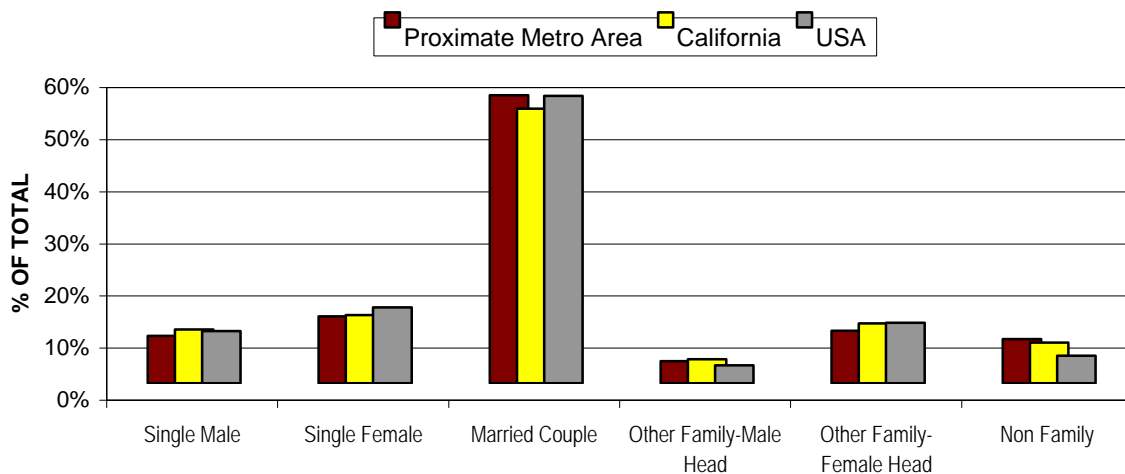
Comparison Geography: #REF!

Audience Insight LLC

### Marital Status & Household Composition

	Proximate Metro Area	California	USA
<b>MARITAL STATUS PERSONS 15+</b>	454,654	23,160,984	195,142,016
SINGLE MALE	17.8%	17.4%	14.8%
SINGLE FEMALE	11.6%	12.7%	12.2%
MARRIED	53.4%	51.9%	54.8%
PREVIOUSLY MARRIED MALE	5.7%	6.0%	5.8%
PREVIOUSLY MARRIED FEMALE	11.5%	12.0%	12.5%
<b>HOUSEHOLDS WITH CHILDREN (1990)</b>			
TOTAL HOUSEHOLDS	196,531	10,381,206	91,947,408
HOUSEHOLDS WITH CHILDREN	76,431	3,906,232	33,587,136
% HOUSEHOLDS WITH CHILDREN	38.9%	37.6%	36.5%
% MARRIED COUPLE FAMILY	74.5%	71.8%	73.3%
<b>HOUSEHOLDS BY TYPE</b>	196,531	10,381,206	91,947,400
SINGLE MALE	9.1%	10.3%	10.0%
SINGLE FEMALE	12.8%	13.1%	14.5%
MARRIED COUPLE	55.3%	52.7%	55.1%
OTHER FAMILY-MALE HEAD	4.2%	4.6%	3.4%
OTHER FAMILY-FEMALE HEAD	10.1%	11.5%	11.6%
NON FAMILY-MALE HEAD	5.0%	4.8%	3.2%
NON FAMILY-FEMALE HEAD	3.5%	3.0%	2.1%

#### HOUSEHOLD COMPOSITION ANALYSIS



## Demographic Summary Report

Analysis Geography 1: Proximate Metro Area

3/20/2003

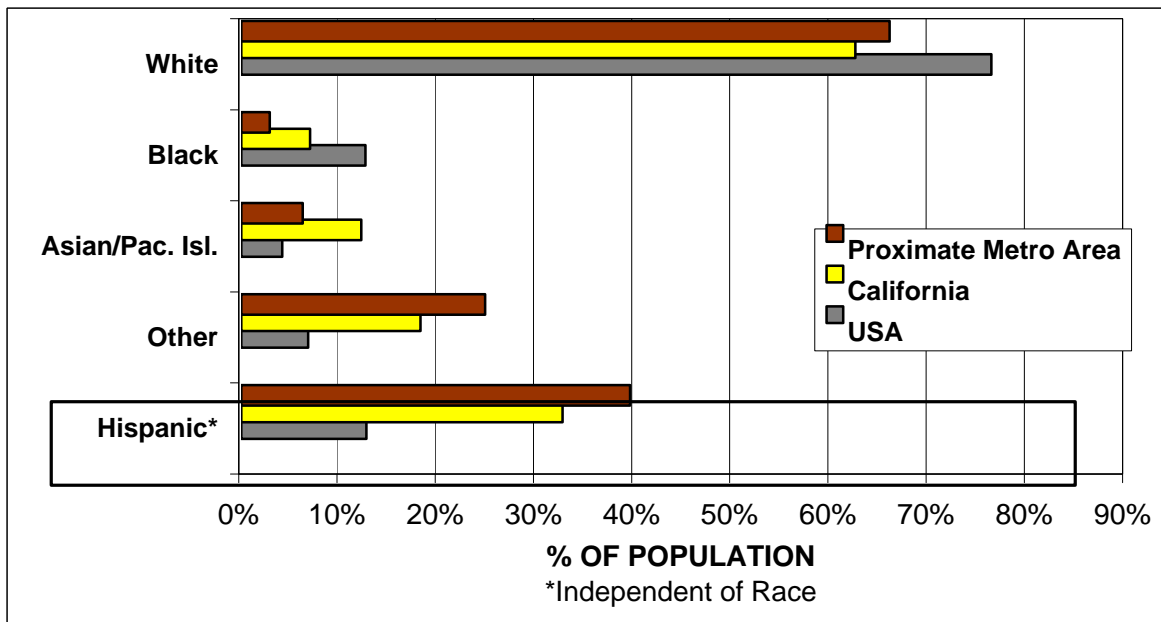
Analysis Geography 2: California

Comparison Geography: #REF!

Audience Insight LLC

### Race

	Proximate Metro Area	California	USA
<b>2001 EST. POP. BY RACE &amp; HISP. ORIGIN</b>	666,308	34,199,404	284,002,368
WHITE	66.0%	62.5%	76.4%
BLACK	2.9%	7.0%	12.6%
ASIAN & PACIFIC ISLANDER	6.3%	12.2%	4.2%
OTHER RACES	24.8%	18.2%	6.8%
HISPANIC ORIGIN (INDEPENDENT OF RACE)	39.6%	32.7%	12.7%
<b>2001 HISPANICS BY RACE</b>	263,764	11,186,144	36,168,548
WHITE	37.8%	45.3%	52.5%
BLACK	0.8%	1.1%	2.3%
ASIAN	1.2%	1.0%	0.6%
OTHER	60.2%	52.7%	44.6%
<b>HISPANIC POPULATION BY TYPE (1990)</b>	585,394	29,760,022	248,709,872
NOT OF HISPANIC ORIGIN	71.6%	74.2%	91.0%
MEXICAN	25.0%	20.6%	5.4%
PUERTO RICAN	0.5%	0.4%	1.1%
CUBAN	0.1%	0.2%	0.4%
OTHER HISPANIC	2.9%	4.6%	2.0%





## ***Demographic Summary Report***

Analysis Geography 1:	Proximate Metro Area	3/20/2003
Analysis Geography 2:	California	
Comparison Geography:	#REF!	Audience Insight LLC

### ***Property Values & Housing Stock***

	Proximate Metro Area	California	USA
<b>OWNER OCCUPIED PROPERTY VALUES</b>	84,964	4,690,264	44,918,008
UNDER \$25,000	0.41%	0.63%	6.58%
\$25,000 TO \$49,999	0.62%	1.90%	18.80%
\$50,000 TO \$74,999	1.59%	5.37%	22.04%
\$75,000 TO \$99,999	3.95%	8.20%	15.71%
\$100,000 TO \$149,999	13.55%	17.31%	15.08%
\$150,000 TO \$199,999	20.53%	18.16%	8.94%
\$200,000 TO \$299,999	30.60%	24.54%	7.52%
\$300,000 TO \$399,999	14.81%	11.50%	2.69%
\$400,000 TO \$499,999	6.71%	5.16%	1.12%
\$500,000 +	7.25%	7.21%	1.52%
<b>1990 MEDIAN PROPERTY VALUE</b>	\$230,626	\$195,645	\$79,098
<b>YEAR ROUND UNITS IN STRUCTURE</b>	213,102	11,182,882	102,263,672
SINGLE UNITS DETACHED	60.1%	54.7%	59.0%
SINGLE UNITS ATTACHED	8.6%	7.3%	5.3%
DOUBLE UNITS	3.2%	2.9%	4.8%
3 TO 9 UNITS	10.5%	12.1%	9.6%
10 TO 19 UNITS	4.5%	6.2%	4.8%
20 TO 49 UNITS	2.9%	5.8%	3.8%
50 + UNITS	2.4%	5.0%	4.3%
MOBILE HOME OR TRAILER	6.3%	5.0%	7.2%
ALL OTHER	1.4%	1.1%	1.1%
<b>SINGLE/MULTIPLE UNIT RATIO</b>	2.92	1.94	2.35
<b>HOUSING UNITS BY YEAR BUILT</b>	196,531	10,381,206	91,947,448
BUILT 1989 TO MARCH 1990	2.2%	2.5%	1.8%
BUILT 1985 TO 1988	9.2%	10.5%	8.6%
BUILT 1980 TO 1984	9.1%	9.0%	9.5%
BUILT 1970 TO 1979	24.7%	21.7%	21.7%
BUILT 1960 TO 1969	19.3%	18.7%	16.4%
BUILT 1950 TO 1959	14.8%	17.7%	15.0%
BUILT 1940 TO 1949	9.7%	9.3%	8.6%
BUILT 1939 OR EARLIER	10.9%	10.7%	18.3%
<b>POPULATION BY URBAN VS. RURAL</b>			
URBAN	85.1%	92.6%	75.2%
RURAL	14.9%	7.4%	24.8%

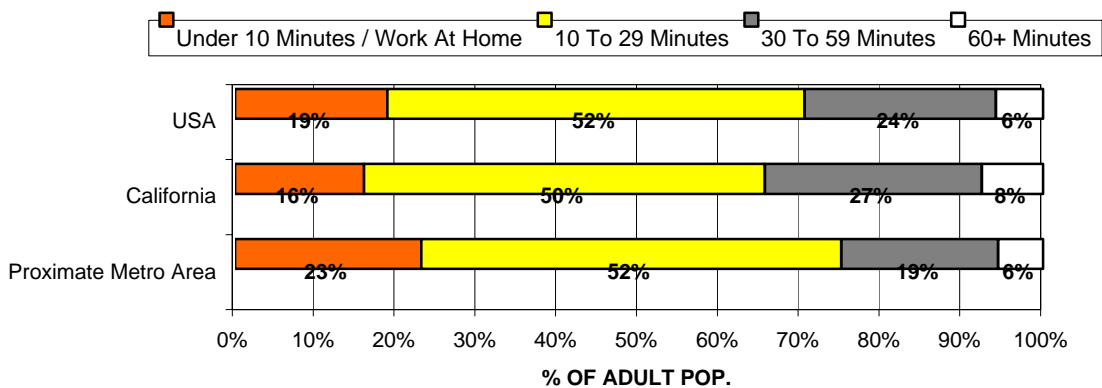
## Demographic Summary Report

Analysis Geography 1:	Proximate Metro Area	3/20/2003
Analysis Geography 2:	California	
Comparison Geography:	#REF!	Audience Insight LLC

### No. of Vehicles & Travel Time To Work

	Proximate Metro Area	California	USA
<b>HOUSEHOLDS BY NO. OF VEHICLES</b>			
	196,531	10,381,206	91,947,448
NO VEHICLES	6.4%	8.9%	11.5%
1 VEHICLE	32.9%	33.2%	33.8%
2 VEHICLES	38.7%	37.7%	37.4%
3+ VEHICLES	22.0%	20.1%	17.3%
<b>1990 POP. 16+ BY TRAVEL TIME TO WORK</b>			
	279,469	13,940,250	115,070,296
UNDER 10 MINUTES	23.1%	15.9%	18.8%
10 TO 29 MINUTES	52.0%	49.6%	51.6%
30 TO 59 MINUTES	19.4%	26.8%	23.7%
60 TO 89 MINUTES	4.2%	5.5%	4.3%
90+ MINUTES	1.4%	2.1%	1.5%
<b>AVERAGE TRAVEL TIME IN MINUTES</b>			
	19.8	23.8	21.7
<b>1990 POP. 16+ BY TRANSPORTATION TO WORK</b>			
	279,469	13,940,250	115,070,296
DRIVE ALONE	68.7%	71.6%	73.2%
CAR POOL	16.1%	14.6%	13.4%
PUBLIC TRANSPORTATION	2.6%	4.9%	5.3%
DRIVE MOTORCYCLE	0.6%	0.5%	0.2%
WALKED ONLY	5.7%	3.4%	3.9%
OTHER MEANS	2.4%	1.7%	1.1%
WORKED AT HOME	3.9%	3.2%	3.0%

**1990 POPULATION (16+) BY DRIVE TIME TO WORK**



## Demographic Summary Report

Analysis Geography 1: Proximate Metro Area

3/20/2003

Analysis Geography 2: California

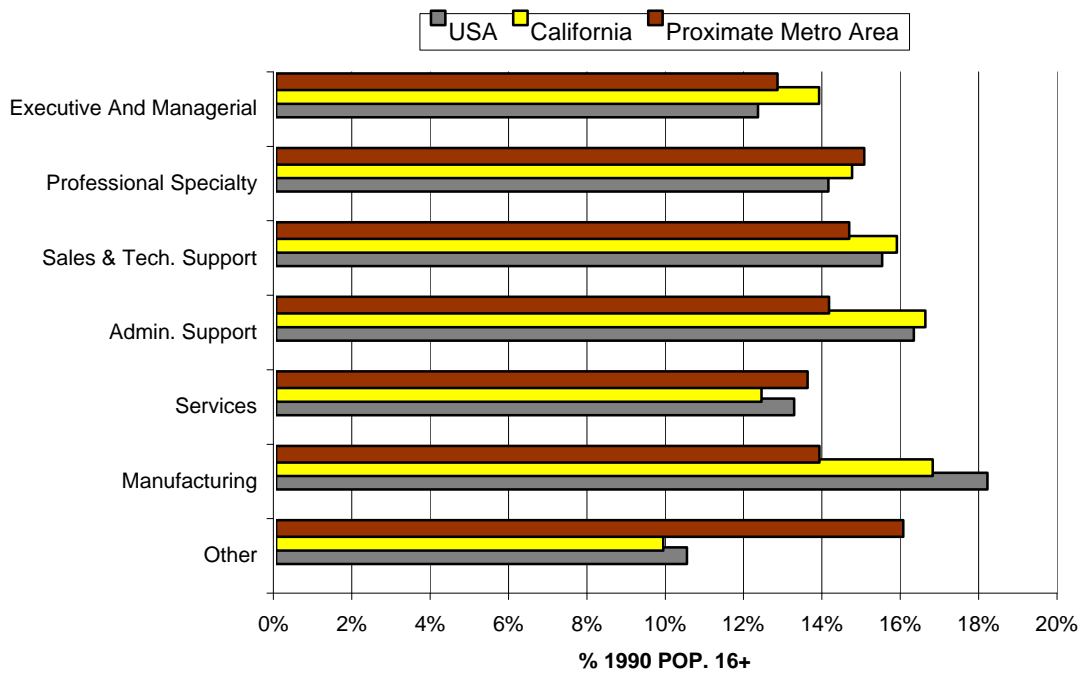
Comparison Geography: #REF!

Audience Insight LLC

### Occupation

	Proximate Metro Area	California	USA
<b>1990 POPULATION 16+ BY OCCUPATION</b>	264,789	13,996,309	115,681,224
EXECUTIVE AND MANAGERIAL	12.8%	13.9%	12.3%
PROFESSIONAL SPECIALTY	15.0%	14.7%	14.1%
TECHNICAL SUPPORT	3.2%	3.8%	3.7%
SALES	11.4%	12.1%	11.8%
ADMINISTRATIVE SUPPORT	14.1%	16.6%	16.3%
SERVICE: PRIVATE HOUSEHOLD	0.5%	0.7%	0.5%
SERVICE: PROTECTIVE	1.9%	1.7%	1.7%
SERVICE: OTHER	11.2%	10.0%	11.0%
FARMING FORESTRY & FISHING	9.0%	2.7%	2.5%
PRECISION PRODUCTION & CRAFT	9.6%	11.1%	11.3%
MACHINE OPERATOR	4.2%	5.7%	6.8%
TRANS. AND MATERIAL MOVING	3.3%	3.4%	4.1%
LABORERS	3.7%	3.7%	3.9%

**1990 % POPULATION 16+ BY OCCUPATION**



### SUMMARY OF KEY DEMOGRAPHICS

Variable	Regional Catchment	California	USA
2001 Population	9,197,758	34,199,404	284,002,368
Median Age	36.7	34.8	36.1
% Generation Y (5-17 yrs)	17.6%	19.0%	18.4%
% Generation X (18-34 yrs)	22.7%	23.6%	23.0%
% Baby Boomers (35-59 yrs)	37.2%	35.0%	34.5%
% Mature (60+ Yrs)	15.7%	14.7%	17.2%
Median Household Income	\$62,332	\$50,187	\$45,417
% over \$75,000	39.9%	30.4%	25.2%
% with College Degree	29.0%	23.4%	20.3%
Households with Children	34.1%	37.6%	36.5%
% Black	7.6%	7.0%	12.6%
% Asian	18.0%	12.2%	4.2%
% Hispanic (all races)	20.6%	32.7%	12.7%

## Demographic Summary Report

Analysis Geography 1:	Regional Catchment	3/20/2003
Analysis Geography 2:	California	
Comparison Geography:	USA	Audience Insight LLC

### Key Demographic Indicators

	Regional Catchment	California	USA
<b>2001 Estimated Population</b>	9,197,758	34,199,404	284,002,368
<b>Age Analysis:</b>			
# of Children, Ages 5-14	1,271,496	5,116,703	40,667,846
% Children, Ages 5-14	13.8%	15.0%	14.3%
# of Adults, Ages 35-59	3,420,948	11,978,723	97,887,106
% Adults, Ages 35-59	37.2%	35.0%	34.5%
# of Adults, Ages 60+	1,442,373	5,030,984	48,708,333
% Adults, Ages 60+	15.7%	14.7%	17.2%
<b>2001 Est. Households</b>	3,464,337	11,960,016	107,023,920
<b>Income Analysis:</b>			
# of Households with Income > \$75,000	1,381,263	3,630,133	26,983,249
% Households with Income > \$75,000	39.9%	30.4%	25.2%
Median Household Income*	\$62,332	\$50,187	\$45,417
*half above, half below			
Average Household Income (mean)	\$82,055	\$69,681	\$61,904
% 1990 Households Below Poverty	8.0%	10.1%	12.7%
<b>Educational Attainment</b>			
% Adults (25+) with Bachelors Degree or Higher	29.0%	23.4%	20.3%
<b>Race/Ethnicity</b>			
% Population Hispanic (independent of race)	20.6%	32.7%	12.7%
% Population Black/African American	7.6%	7.0%	12.6%
% Population Asian/Pacific Islander	18.0%	12.2%	4.2%
<b>Marital Status &amp; Children</b>			
% Single	30.2%	30.1%	26.9%
% Married	51.1%	51.9%	54.8%
% Previously Married	18.7%	18.0%	18.3%
# of Households with Children	1,017,021	3,906,232	33,587,136
% Households with Children	34.1%	37.6%	36.5%
<b>Travel Time to Work, 1990 Pop. 15+ Yrs.</b>			
% Under 10 Mins./Work At Home	15.6%	15.9%	18.8%
% 60+ Mins. Travel to Work	7.1%	7.6%	5.9%
Average Commute Time (in minutes)	23.7	23.8	21.7

Data reflect resident population only. Transient populations (e.g., seasonal residents, students) are not included. Data source: Claritas, U.S. Census, and updates.

## Demographic Summary Report

Analysis Geography 1: Regional Catchment

3/20/2003

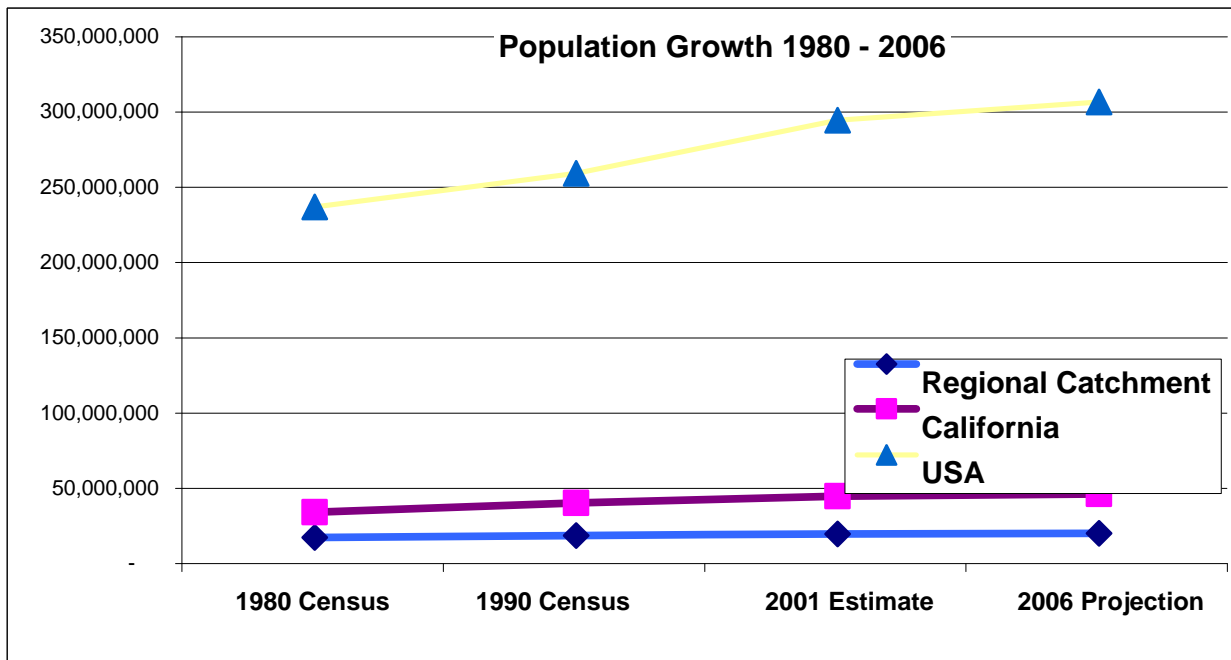
Analysis Geography 2: California

Comparison Geography: USA

Audience Insight LLC

### Population and Growth

	Regional Catchment	California	USA
<b>POPULATION</b>			
2006 PROJECTION	9,617,012	35,760,644	296,112,288
2001 ESTIMATE	9,197,758	34,199,404	284,002,368
1990 CENSUS	8,035,025	29,760,022	248,709,872
1980 CENSUS	6,725,295	23,667,910	226,545,856
GROWTH 1980 - 1990	19.5%	25.7%	9.8%
<b>HOUSEHOLDS</b>			
2006 PROJECTION	3,642,230	12,547,508	112,316,656
2001 ESTIMATE	3,464,337	11,960,016	107,023,920
1990 CENSUS	2,980,230	10,381,206	91,947,408
1980 CENSUS	2,544,232	8,629,867	80,389,688
GROWTH 1980 - 1990	17.1%	20.3%	14.4%
<b>POPULATION GROWTH</b>			
CHANGE IN POPULATION, 1980-1990	1,309,730	6,092,112	22,164,016
CHANGE IN POPULATION, 1990-2000, EST.	1,162,733	4,439,382	35,292,496
CHANGE IN POPULATION, 2000-2005, PROJ.	419,254	1,561,240	12,109,920
CUMULATIVE CHANGE IN POP., 1980-2006	2,891,717	12,092,734	69,566,432



## Demographic Summary Report

Analysis Geography 1: Regional Catchment

3/20/2003

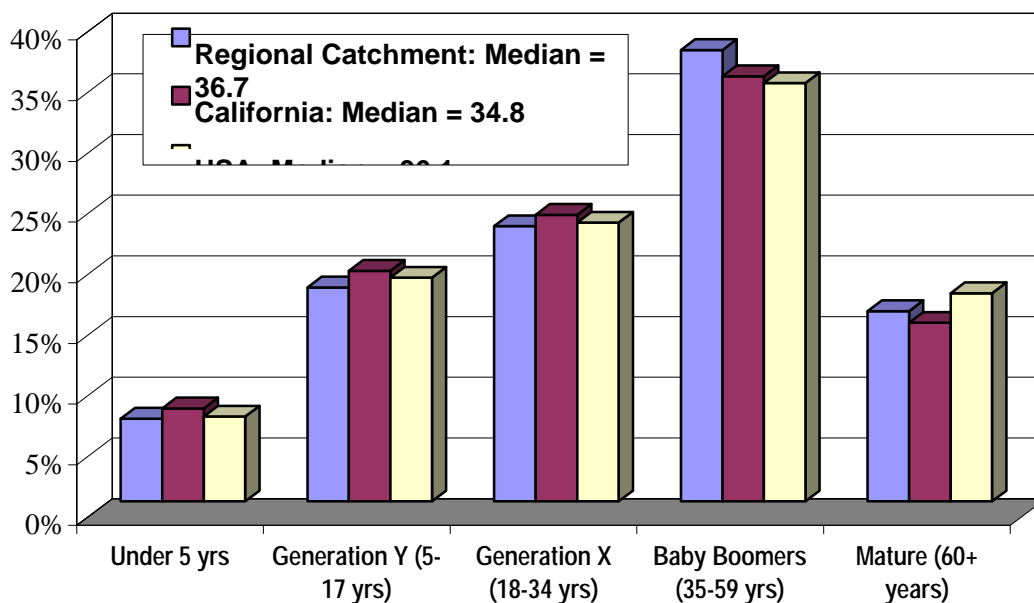
Analysis Geography 2: California

Comparison Geography: USA

Audience Insight LLC

### Age

	Regional Catchment	California	USA
<b>2001 EST. POPULATION BY AGE</b>	9,197,758	34,199,402	284,002,352
UNDER 5 YEARS	6.8%	7.7%	7.0%
5 TO 9 YEARS	6.9%	7.6%	7.1%
10 TO 14 YEARS	6.9%	7.4%	7.2%
15 TO 17 YEARS	3.8%	4.0%	4.1%
18 TO 20 YEARS	3.6%	4.0%	4.2%
21 TO 24 YEARS	4.8%	5.2%	5.2%
25 TO 29 YEARS	6.5%	6.7%	6.5%
30 TO 34 YEARS	7.7%	7.7%	7.1%
35 TO 39 YEARS	8.4%	8.1%	7.5%
40 TO 49 YEARS	17.0%	15.9%	15.4%
50 TO 59 YEARS	11.8%	11.1%	11.6%
60 TO 64 YEARS	3.9%	3.7%	4.1%
65 TO 69 YEARS	3.3%	3.1%	3.6%
70 TO 74 YEARS	3.0%	2.8%	3.3%
75+ YEARS	5.5%	5.1%	6.1%
<b>MEDIAN AGE</b>	36.72	34.83	36.08
<b>AVERAGE AGE</b>	36.71	35.36	36.75



## Demographic Summary Report

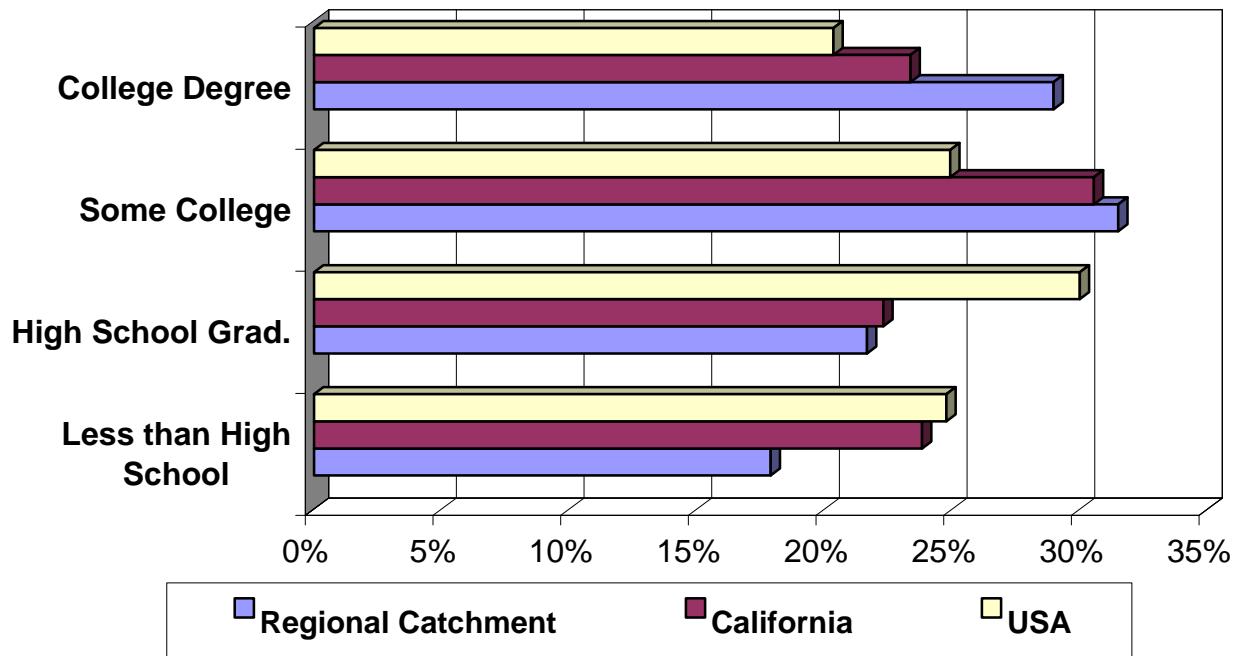
Analysis Geography 1: Regional Catchment  
 Analysis Geography 2: California  
 Comparison Geography: USA

3/20/2003

Audience Insight LLC

### Educational Attainment

	Regional Catchment	California	USA
<b>POPULATION ENROLLED IN SCHOOL (1990)</b>	2,179,331	8,300,046	64,987,136
PUBLIC PRE- PRIMARY	3.7%	3.5%	4.1%
PRIVATE PRE- PRIMARY	3.0%	2.7%	2.8%
PUBLIC ELEM/HIGH	51.2%	56.8%	59.1%
PRIVATE ELEM/HIGH	6.3%	5.8%	6.4%
ENROLLED IN COLLEGE	35.7%	31.2%	27.6%
<b>1990 POPULATION (25+) BY EDUCATION LEVEL</b>	5,313,923	18,695,500	158,868,480
ELEMENTARY (0-8)	7.6%	11.2%	10.4%
SOME HIGH SCHOOL (9-11)	10.3%	12.6%	14.4%
HIGH SCHOOL GRAD. (12)	21.7%	22.3%	30.0%
SOME COLLEGE (13-15) NO DEGREE	23.3%	22.6%	18.7%
ASSOCIATES DEGREE ONLY	8.2%	7.9%	6.2%
BACHELORS DEGREE ONLY	18.7%	15.3%	13.1%
GRADUATE DEGREE	10.2%	8.1%	7.2%





## Demographic Summary Report

Analysis Geography 1: Regional Catchment  
 Analysis Geography 2: California  
 Comparison Geography: USA

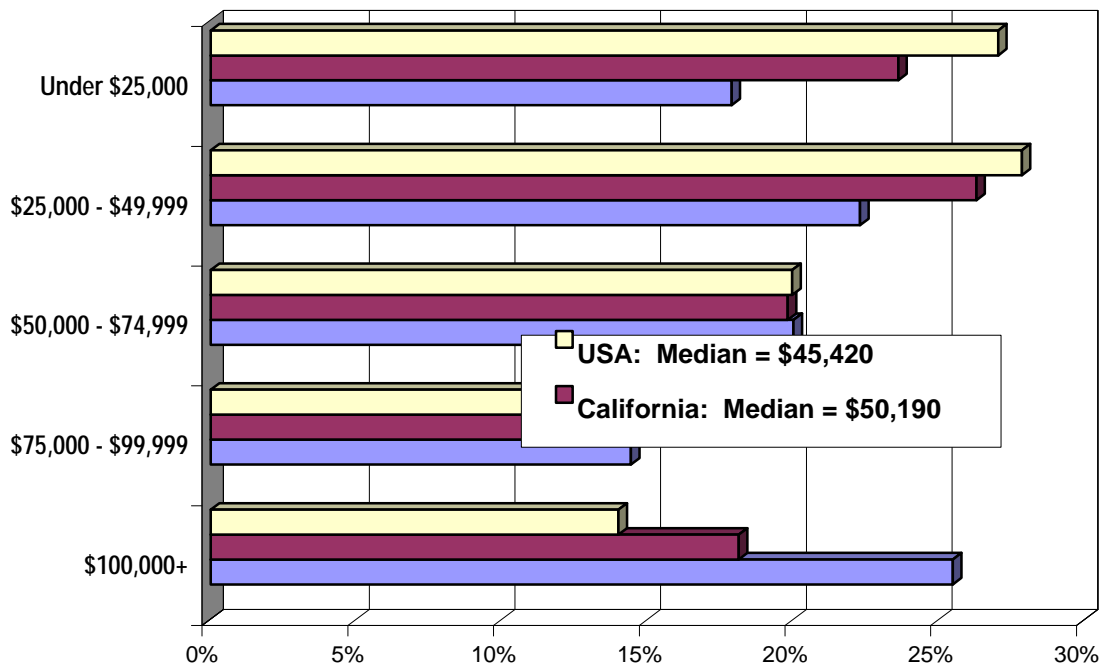
3/20/2003

Audience Insight LLC

### Income

	Regional Catchment	California	USA
<b>2001 EST. HOUSEHOLDS BY INCOME</b>	3,464,337	11,960,016	107,023,920
Under \$15,000	9.0%	12.1%	14.4%
\$ 15,000 - \$24,999	8.9%	11.5%	12.6%
\$ 25,000 - \$34,999	8.9%	11.1%	12.0%
\$ 35,000 - \$49,999	13.4%	15.2%	15.8%
\$ 50,000 - \$74,999	20.0%	19.8%	20.0%
\$ 75,000 - \$99,999	14.4%	12.2%	11.2%
\$100,000 - \$149,999	13.7%	10.4%	8.3%
\$150,000+	11.7%	7.7%	5.7%

2001 EST. AVERAGE HH INCOME	\$82,055	\$69,681	\$61,904
2001 EST. MEDIAN HH INCOME	\$62,332	\$50,187	\$45,417
2001 EST. INCOME PER CAPITA	\$31,262	\$24,605	\$23,622



## Demographic Summary Report

Analysis Geography 1: Regional Catchment

3/20/2003

Analysis Geography 2: California

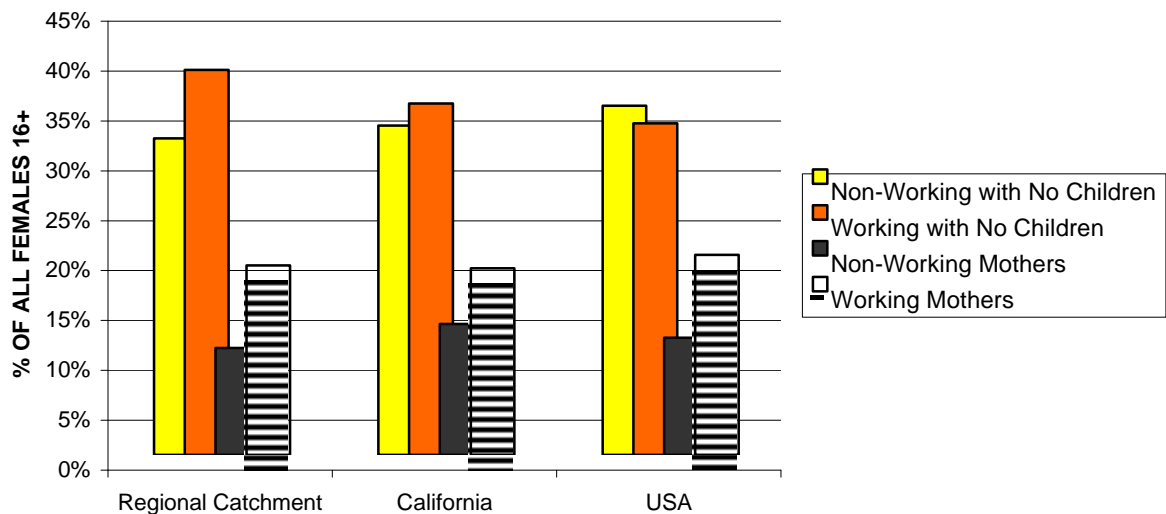
Comparison Geography: USA

Audience Insight LLC

### Mothers & The Labor Force

	Regional Catchment	California	USA
<b>FEMALES IN THE LABOR FORCE</b>			
FEMALES 16+ (1990 BASE)	3,201,454	11,479,705	99,803,376
WORKING WITH CHILD 0 - 5	5.0%	4.8%	4.8%
WORKING WITH CHILD 6 - 17	10.5%	10.3%	11.7%
WORKING WITH CHILD 0 - 5 & 6 - 17	3.4%	3.6%	3.6%
TOTAL WORKING MOTHERS	19.0%	18.7%	20.0%
WORKING WITH NO CHILDREN	38.6%	35.2%	33.2%
TOTAL WORKING FEMALES	57.6%	53.9%	53.3%
NOT WORKING WITH CHILD 0 - 5	3.7%	4.3%	3.8%
NOT WORKING WITH CHILD 6 - 17	4.0%	4.9%	4.8%
NOT WORKING WITH CHILD 0-5 & 6-18	3.0%	3.9%	3.2%
TOTAL NON-WORKING MOTHERS	10.7%	13.1%	11.8%
NOT WORKING WITH NO CHILDREN	31.7%	33.0%	35.0%
TOTAL NON-WORKING FEMALES	42.4%	46.1%	46.7%

#### FEMALES 16+ IN THE LABOR FORCE



## Demographic Summary Report

Analysis Geography 1: Regional Catchment

3/20/2003

Analysis Geography 2: California

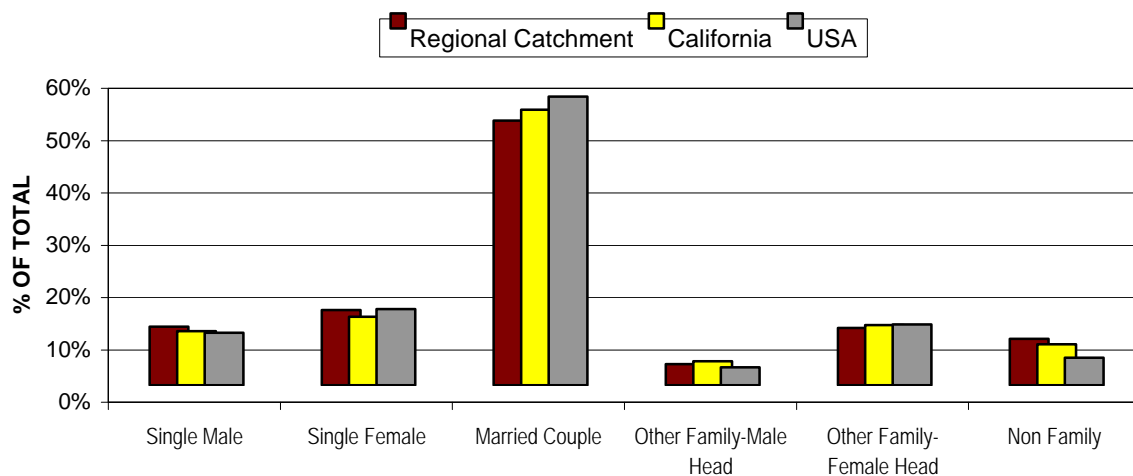
Comparison Geography: USA

Audience Insight LLC

### Marital Status & Household Composition

	Regional Catchment	California	USA
<b>MARITAL STATUS PERSONS 15+</b>	6,410,110	23,160,984	195,142,016
SINGLE MALE	17.3%	17.4%	14.8%
SINGLE FEMALE	12.8%	12.7%	12.2%
MARRIED	51.1%	51.9%	54.8%
PREVIOUSLY MARRIED MALE	6.3%	6.0%	5.8%
PREVIOUSLY MARRIED FEMALE	12.4%	12.0%	12.5%
<b>HOUSEHOLDS WITH CHILDREN (1990)</b>			
TOTAL HOUSEHOLDS	2,980,230	10,381,206	91,947,408
HOUSEHOLDS WITH CHILDREN	1,017,021	3,906,232	33,587,136
% HOUSEHOLDS WITH CHILDREN	34.1%	37.6%	36.5%
% MARRIED COUPLE FAMILY	71.8%	71.8%	73.3%
<b>HOUSEHOLDS BY TYPE</b>	2,980,230	10,381,206	91,947,400
SINGLE MALE	11.2%	10.3%	10.0%
SINGLE FEMALE	14.4%	13.1%	14.5%
MARRIED COUPLE	50.6%	52.7%	55.1%
OTHER FAMILY-MALE HEAD	4.1%	4.6%	3.4%
OTHER FAMILY-FEMALE HEAD	10.9%	11.5%	11.6%
NON FAMILY-MALE HEAD	5.3%	4.8%	3.2%
NON FAMILY-FEMALE HEAD	3.6%	3.0%	2.1%

#### HOUSEHOLD COMPOSITION ANALYSIS



## Demographic Summary Report

Analysis Geography 1: Regional Catchment

3/20/2003

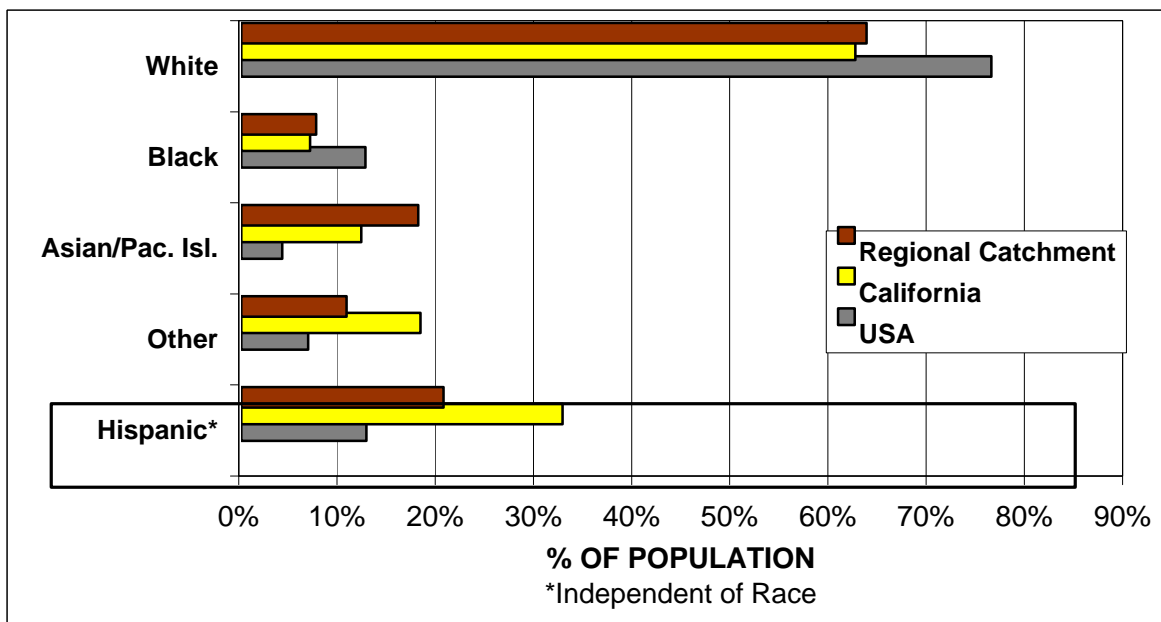
Analysis Geography 2: California

Comparison Geography: USA

Audience Insight LLC

### Race

	Regional Catchment	California	USA
<b>2001 EST. POP. BY RACE &amp; HISP. ORIGIN</b>	9,197,758	34,199,404	284,002,368
WHITE	63.7%	62.5%	76.4%
BLACK	7.6%	7.0%	12.6%
ASIAN & PACIFIC ISLANDER	18.0%	12.2%	4.2%
OTHER RACES	10.7%	18.2%	6.8%
HISPANIC ORIGIN (INDEPENDENT OF RACE)	20.6%	32.7%	12.7%
<b>2001 HISPANICS BY RACE</b>	1,894,274	11,186,144	36,168,548
WHITE	49.5%	45.3%	52.5%
BLACK	1.5%	1.1%	2.3%
ASIAN	1.9%	1.0%	0.6%
OTHER	47.1%	52.7%	44.6%
<b>HISPANIC POPULATION BY TYPE (1990)</b>	8,035,025	29,760,022	248,709,872
NOT OF HISPANIC ORIGIN	84.2%	74.2%	91.0%
MEXICAN	11.4%	20.6%	5.4%
PUERTO RICAN	0.5%	0.4%	1.1%
CUBAN	0.1%	0.2%	0.4%
OTHER HISPANIC	3.8%	4.6%	2.0%



## ***Demographic Summary Report***

Analysis Geography 1:	Regional Catchment	3/20/2003
Analysis Geography 2:	California	
Comparison Geography:	USA	Audience Insight LLC

### ***Property Values & Housing Stock***

	Regional Catchment	California	USA
<b>OWNER OCCUPIED PROPERTY VALUES</b>	1,390,493	4,690,264	44,918,008
UNDER \$25,000	0.48%	0.63%	6.58%
\$25,000 TO \$49,999	0.98%	1.90%	18.80%
\$50,000 TO \$74,999	2.53%	5.37%	22.04%
\$75,000 TO \$99,999	5.49%	8.20%	15.71%
\$100,000 TO \$149,999	14.20%	17.31%	15.08%
\$150,000 TO \$199,999	16.60%	18.16%	8.94%
\$200,000 TO \$299,999	28.70%	24.54%	7.52%
\$300,000 TO \$399,999	15.50%	11.50%	2.69%
\$400,000 TO \$499,999	7.03%	5.16%	1.12%
\$500,000 +	8.48%	7.21%	1.52%
 <b>1990 MEDIAN PROPERTY VALUE</b>	 \$233,843	 \$195,645	 \$79,098
 <b>YEAR ROUND UNITS IN STRUCTURE</b>	 3,160,900	 11,182,882	 102,263,672
SINGLE UNITS DETACHED	54.8%	54.7%	59.0%
SINGLE UNITS ATTACHED	8.2%	7.3%	5.3%
DOUBLE UNITS	3.7%	2.9%	4.8%
3 TO 9 UNITS	12.2%	12.1%	9.6%
10 TO 19 UNITS	5.7%	6.2%	4.8%
20 TO 49 UNITS	5.4%	5.8%	3.8%
50 + UNITS	5.0%	5.0%	4.3%
MOBILE HOME OR TRAILER	3.7%	5.0%	7.2%
ALL OTHER	1.2%	1.1%	1.1%
 <b>SINGLE/MULTIPLE UNIT RATIO</b>	 1.97	 1.94	 2.35
 <b>HOUSING UNITS BY YEAR BUILT</b>	 2,980,230	 10,381,206	 91,947,448
BUILT 1989 TO MARCH 1990	2.0%	2.5%	1.8%
BUILT 1985 TO 1988	8.8%	10.5%	8.6%
BUILT 1980 TO 1984	7.9%	9.0%	9.5%
BUILT 1970 TO 1979	21.5%	21.7%	21.7%
BUILT 1960 TO 1969	18.7%	18.7%	16.4%
BUILT 1950 TO 1959	16.8%	17.7%	15.0%
BUILT 1940 TO 1949	9.3%	9.3%	8.6%
BUILT 1939 OR EARLIER	15.0%	10.7%	18.3%
 <b>POPULATION BY URBAN VS. RURAL</b>			
URBAN	94.0%	92.6%	75.2%
RURAL	6.0%	7.4%	24.8%

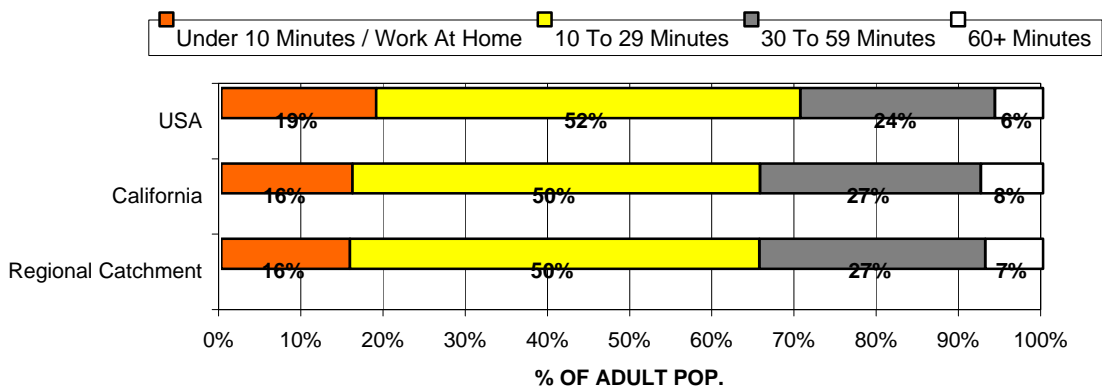
## Demographic Summary Report

Analysis Geography 1: Regional Catchment 3/20/2003  
 Analysis Geography 2: California  
 Comparison Geography: USA Audience Insight LLC

### No. of Vehicles & Travel Time To Work

	Regional Catchment	California	USA
<b>HOUSEHOLDS BY NO. OF VEHICLES</b>	2,980,230	10,381,206	91,947,448
NO VEHICLES	9.7%	8.9%	11.5%
1 VEHICLE	32.7%	33.2%	33.8%
2 VEHICLES	37.1%	37.7%	37.4%
3+ VEHICLES	20.4%	20.1%	17.3%
<b>1990 POP. 16+ BY TRAVEL TIME TO WORK</b>	4,010,827	13,940,250	115,070,296
UNDER 10 MINUTES	15.6%	15.9%	18.8%
10 TO 29 MINUTES	49.8%	49.6%	51.6%
30 TO 59 MINUTES	27.5%	26.8%	23.7%
60 TO 89 MINUTES	5.4%	5.5%	4.3%
90+ MINUTES	1.7%	2.1%	1.5%
<b>AVERAGE TRAVEL TIME IN MINUTES</b>	23.7	23.8	21.7
<b>1990 POP. 16+ BY TRANSPORTATION TO WORK</b>	4,010,827	13,940,250	115,070,296
DRIVE ALONE	69.4%	71.6%	73.2%
CAR POOL	13.4%	14.6%	13.4%
PUBLIC TRANSPORTATION	7.9%	4.9%	5.3%
DRIVE MOTORCYCLE	0.5%	0.5%	0.2%
WALKED ONLY	3.7%	3.4%	3.9%
OTHER MEANS	1.8%	1.7%	1.1%
WORKED AT HOME	3.4%	3.2%	3.0%

#### 1990 POPULATION (16+) BY DRIVE TIME TO WORK



## Demographic Summary Report

Analysis Geography 1: Regional Catchment

3/20/2003

Analysis Geography 2: California

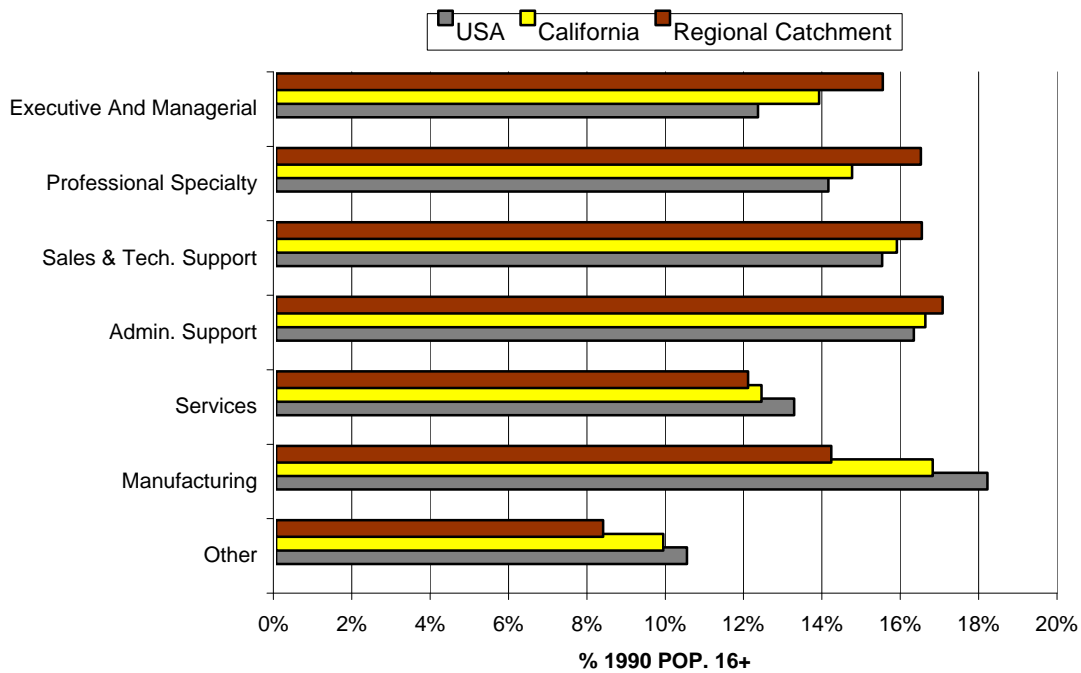
Comparison Geography: USA

Audience Insight LLC

### Occupation

	Regional Catchment	California	USA
<b>1990 POPULATION 16+ BY OCCUPATION</b>	4,027,978	13,996,309	115,681,224
EXECUTIVE AND MANAGERIAL	15.5%	13.9%	12.3%
PROFESSIONAL SPECIALTY	16.5%	14.7%	14.1%
TECHNICAL SUPPORT	4.5%	3.8%	3.7%
SALES	12.0%	12.1%	11.8%
ADMINISTRATIVE SUPPORT	17.0%	16.6%	16.3%
SERVICE: PRIVATE HOUSEHOLD	0.5%	0.7%	0.5%
SERVICE: PROTECTIVE	1.6%	1.7%	1.7%
SERVICE: OTHER	9.9%	10.0%	11.0%
FARMING FORESTRY & FISHING	2.1%	2.7%	2.5%
PRECISION PRODUCTION & CRAFT	10.1%	11.1%	11.3%
MACHINE OPERATOR	4.1%	5.7%	6.8%
TRANS. AND MATERIAL MOVING	2.9%	3.4%	4.1%
LABORERS	3.3%	3.7%	3.9%

**1990 % POPULATION 16+ BY OCCUPATION**



# *Appendix III: Intercept Survey Instrument*



# Monterey Visitor Survey

1. What is your home ZIP Code? \_\_\_\_\_
2. Have you ever visited Monterey before today?

☐ Yes☐ No
3. Are you....?

☐ Just visiting for the day, returning home tonight☐ On a short “getaway” trip to the area (2 to 4 days)☐ On a longer trip or vacation
4. Where did you stay last night?

☐ At home☐ With friends in the area

☐ At a hotel within 30 miles of here☐ At a hotel more than 30 miles from here☐ At a campground
5. If you are away from home, how many days will you stay in this area?

Number of days: \_\_\_\_\_
6. When did you plan your visit to Monterey?

☐ Today☐ This week

☐ Several weeks ago☐ More than a month ago
7. How long did it take you to drive here today? \_\_\_\_\_hours + \_\_\_\_\_minutes
8. Which of the following places, if any, do you plan to visit (or have you already visited) on this trip? (check all that apply)

☐ Monterey Fisherman’s Wharf☐ Cannery Row☐ Monterey Bay Aquarium☐ Downtown Monterey

☐ Santa Cruz Beach Boardwalk☐ A State Park or Beach in the area☐ Monterey Maritime Museum☐ Other Historic sites in Custom House Plaza☐ Carmel
9. What other leisure, cultural or recreational activities will your party do today (or already did today), apart from visiting Monterey? (for example: play tennis, see a movie, family picnic, go shopping, etc.)

\_\_\_\_\_  
\_\_\_\_\_
10. How many people (including yourself) are in your travel party today? \_\_\_\_\_
11. How many under age 16? \_\_\_\_\_
12. Several hundred miles of coastal waters in this area are designated as a National Marine Sanctuary. Before today, were you aware of the Monterey Bay National Marine Sanctuary?

☐ Yes, I’ve heard of the Sanctuary before

☐ No, I was not aware before today

=====
- For your information, a new Monterey Bay National Marine Sanctuary Visitor Center is being planned for this area. The Center would have exhibits and programs that explore many aspects of Marine natural history and cultures of the area.
13. Overall, how likely would you or members of your party be to visit a visitor center with free exhibits, activities and information about the National Marine Sanctuary? (check one)

☐ Very likely☐ Somewhat likely

☐ Not very likely☐ Not at all likely

TURN THE PAGE, PLEASE...



# Santa Cruz Visitor Survey

1. What is your home ZIP Code? \_\_\_\_\_
2. Have you ever visited Santa Cruz before today?

☐ Yes☐ No
3. Are you....?

☐ Just visiting for the day, returning home tonight☐ On a short “getaway” trip to the area (2 to 4 days)☐ On a longer trip or vacation
4. Where did you stay last night?

☐ At home☐ With friends in the area

☐ At a hotel within 30 miles of here☐ At a hotel more than 30 miles from here☐ At a campground
5. If you are away from home, how many days will you stay in this area?

Number of days: \_\_\_\_\_
6. When did you plan your visit to Santa Cruz?

☐ Today☐ This week

☐ Several weeks ago☐ More than a month ago
7. How long did it take you to drive here today? \_\_\_\_\_hours + \_\_\_\_\_minutes
8. Which of the following places, if any, do you plan to visit (or have you already visited) on this trip? (check all that apply)

☐ Downtown Santa Cruz☐ Seymour Marine Discovery Center☐ Santa Cruz Wharf☐ Surfing Museum

☐ Santa Cruz Beach Boardwalk☐ A State Park or Beach in the area☐ Santa Cruz Museum of Natural History☐ Monterey Cannery Row area or Aquarium
9. What other leisure, cultural or recreational activities will your party do today (or already did today), apart from visiting Santa Cruz? (for example: play tennis, see a movie, family picnic, go shopping, etc.)

\_\_\_\_\_  
\_\_\_\_\_
10. How many people (including yourself) are in your travel party today? \_\_\_\_\_
11. How many under age 16? \_\_\_\_\_
12. Several hundred miles of coastal waters in this area are designated as a National Marine Sanctuary. Before today, were you aware of the Monterey Bay National Marine Sanctuary?

☐ Yes, I've heard of the Sanctuary before

☐ No, I was not aware before today

=====
- For your information, a new Monterey Bay National Marine Sanctuary Visitor Center is being planned for this area. The Center would have exhibits and programs that explore many aspects of Marine natural history and cultures of the area.
13. Overall, how likely would you or members of your party be to visit a visitor center with free exhibits, activities and information about the National Marine Sanctuary? (check one)

☐ Very likely☐ Somewhat likely

☐ Not very likely☐ Not at all likely

TURN THE PAGE, PLEASE...

**15. Please rate each of the following visitor activities according to your interest in them.**

**16. What focus would you like to see the new Marine Sanctuary Visitor Center take? (*check one*)**

- 17. On a scale of 1 (low) to 5 (high), rate your level of interest in visiting....** (circle one for each)

**The following questions are for statistical purposes only. Your answers are confidential.**

18. Your gender? ☐ Female ☐ Male

19. How many people (including yourself) live in your household? \_\_\_\_\_

**20. How many under age 16? \_\_\_\_\_**

21. In what year were you born? \_\_\_\_\_

**22. What is your highest level of education?**

- ☐ Some High School      ☐ Vocational School      ☐ Bachelor's Degree  
☐ High School Graduate      ☐ Some College      ☐ Post Graduate Study

**23. Your racial or ethnic background?**

- ☐ Alaska Native
 ☐ Hispanic / Latino Origin
 ☐ American Indian / Native American
- ☐ Asian / Pacific Islander
 ☐ Black / African American
 ☐ White, Not Hispanic

**24. What is your household income?**

- [illegible]

**YOUR COOPERATION IS GREATLY APPRECIATED!**

# Seacliff State Beach Visitor Survey

1. What is your home ZIP Code? \_\_\_\_\_
2. Have you ever visited Seacliff State Beach before today?  

☐ Yes

☐ No
3. Are you....?  

☐ Just visiting for the day, returning home tonight

☐ On a short “getaway” trip to the area (2 to 4 days)

☐ On a longer trip or vacation
4. Where did you stay last night?  

☐ At home

☐ At a hotel within 30 miles of here

☐ With friends in the area

☐ At a hotel more than 30 miles from here

☐ At a campground
5. If you are away from home, how many days will you stay in this area?  

Number of days: \_\_\_\_\_
6. When did you plan your visit to Seacliff State Beach?  

☐ Today

☐ Several weeks ago

☐ This week

☐ More than a month ago
7. How long did it take you to drive here today? \_\_\_\_\_hours + \_\_\_\_\_minutes
8. Which of the following places, if any, do you plan to visit (or have you already visited) on this trip? (check all that apply)  

☐ Downtown Santa Cruz

☐ Santa Cruz Beach Boardwalk & Wharf area

☐ Seymour Marine Discovery Center

☐ A different State Park or Beach in the area

☐ Seacliff shops

☐ Capitola Beach and shopping area

☐ Aptos shops

☐ Monterey Cannery Row area & Aquarium
9. What other leisure, cultural or recreational activities will your party do today (or already did today), apart from visiting Seacliff State Beach? (for example: play tennis, see a movie, family picnic, go shopping, etc.)  

\_\_\_\_\_

\_\_\_\_\_
10. How many people (including yourself) are in your travel party today? \_\_\_\_\_
11. How many under age 16? \_\_\_\_\_
12. Several hundred miles of coastal waters in this area are designated as a National Marine Sanctuary. Before today, were you aware of the Monterey Bay National Marine Sanctuary?  

☐ Yes, I've heard of the Sanctuary before

☐ No, I was not aware before today

=====

For your information, a new Monterey Bay National Marine Sanctuary Visitor Center is being planned for this area. The Center would have exhibits and programs that explore many aspects of Marine natural history and cultures of the area.

13. Overall, how likely would you or members of your party be to visit a visitor center with free exhibits, activities and information about the National Marine Sanctuary? (check one)
- ☐ Very likely

☐ Not very likely
- ☐ Somewhat likely

☐ Not at all likely



# *Appendix IV: Intercept Survey Results and Analysis*



# Summary Report: Intercept Survey of Monterey, Santa Cruz & Seacliff Visitors

*Prepared for AMS Planning and Research Corp. and the  
Monterey Bay National Marine Sanctuary*

*November 2002*

Audience Insight LLC  
P.O. Box 423, Southport, Conn. 06890  
(203) 256-1616



# Contents



<u>Page #</u>	<u>Subject</u>
3	Study Objectives
4	Background & Methodology
5	Summary: Themes and Ideas
6	Demographic Profile
7	Other Survey Results
Appendix 1: Protocol	
Appendix 2: Verbatim Responses to Open-Ended Questions	

# Study Objectives



## Overall Purpose

The overall purpose of this research is to understand visitation patterns to Monterey, Santa Cruz and Seacliff and to assess interest in various activities/attractions associated with the planned MBNMS visitors center.

## Objectives

- To understand visitation patterns to the area, including length of stay, accommodation and trip planning horizon
- To understand the differences in the local vs. tourist market and households with children vs. households without children.
- To track current attendance at museums/sites/attractions in the Monterey/Santa Cruz/Seacliff region
- To test the likelihood of visiting a proposed Marine Sanctuary Visitor Center
- To test interests in various programs/exhibit and activities that might be included in the proposed visitor center

# Background & Methodology



- This visitor intercept survey was part of a larger planning effort undertaken by AMS Planning & Research in connection with a proposed Monterey Bay National Marine Sanctuary visitor center. Other work tasks completed by AMS include a review of background materials, key informant interviews, market analysis, model case study research, facility operating estimates and socioeconomic impact analysis.
- A total of 942 completed surveys were collected from August 23-25, 2002, as follows:
  - 320 at Monterey - Near the city-owned Cannery Row/Aquarium parking garage in Cannery Row and on the boardwalk adjacent to Fisherman's Wharf
  - 312 at Santa Cruz - On the Santa Cruz Beach Boardwalk and Wharf
  - 320 at Seacliff - Along the beach on both sides of the pier, near the visitor center and in the eating areas
- The survey instrument was a self-administered two-sided legal-sized questionnaire.
- Parties and groups were randomly selected at each site based on traffic flow (every "Nth" person).
- Pencils made out of recycled materials (blue jeans & U.S. currency) were used as incentives.
- It should be noted that data was collected at peak times (weekends) during the peak tourist season. As a result, it is not possible to generalize about visitors to these locations on other days of the week or at other times of the year.
- Margins of error are +/- 4.9% for the Monterey sample, +/- 4.0% for the Santa Cruz Sample and +/- 4.0% for the Seacliff sample, at the 95% level of confidence.
- For the purpose of analysis, respondents were defined geographically both by survey site (Monterey, Santa Cruz or Seacliff) and by originating Zip Code. Anyone living outside of Monterey or Santa Cruz county was defined as a "visitor" (n=757) while anyone residing in either of those two counties was defined as "local" (n=186). The analysis also looks at Households with Kids (n=443) vs. Households without Kids (n=500). These analysis groups are referenced throughout the report.

## Key Themes and Ideas



- There is a high level of interest in the proposed Monterey Bay National Marine Sanctuary Visitor Center among visitors to all three locations. On average, six in ten say that they are “very likely” to visit.
- When asked what focus the proposed visitors center should have, respondents favored a center that serves as an “educational resource about natural history” over a center that serves as a “guidepost to the area’s natural features and activities”
- In general, respondents appear to be interested in experiential elements and “hands-on activities”
- When compared with Monterey and Santa Cruz, Seacliff has higher percentage of local residents and families or parties with children. Seacliff respondents also appear to remain close to home, suggesting a lower propensity to visit the area’s other major attractions
- Monterey visitors are staying in the area longer, averaging one more day than visitors to Seacliff or Santa Cruz. Monterey visitors also tend to plan their trips further in advance than the other two locations.
- Monterey and Santa Cruz have a higher percentage of out of region visitors than Seacliff. A subset of Seacliff respondents appear to have long-term summer rentals in the area.



# About the Sample: Demographics

DEMOGRAPHICS	Seacliff (n=320)	Santa Cruz (n=312)	Monterey (n=310)
<b>Gender</b>			
Female	57%	67%	50%
Male	43%	33%	50%
<b>Age</b>			
18 - 34	28%	37%	36%
35 - 44	35%	34%	23%
45 - 54	21%	20%	26%
55 - 64	9%	8%	10%
65 - 74	6%	1%	4%
75 +	2%	0%	1%
<b>Highest Education Level</b>			
Some high school	1%	3%	3%
High school grad	6%	12%	7%
Vocation school	4%	3%	3%
Some college	34%	35%	34%
Bachelor's Degree	29%	25%	23%
Post graduate study	27%	21%	30%
<b>Presence of Children in the HH</b>			
% with Any Children	55%	54%	32%

DEMOGRAPHICS	Seacliff (n=320)	Santa Cruz (n=312)	Monterey (n=310)
<b>Ethnicity</b>			
Alaska Native	1%	0%	0%
Asian/Pacific Islander	10%	12%	11%
Hispanic/Latino origin	13%	13%	14%
Black/African American	1%	3%	3%
American Indian/Native American	1%	1%	2%
White, Not-Hispanic	74%	70%	69%
<b>Annual Household Income</b>			
< \$35 K	14%	10%	14%
\$35 K - \$50 K	14%	12%	13%
\$50 K - \$75 K	20%	24%	21%
\$75K - \$100 K	13%	21%	18%
\$100K-\$125K	18%	15%	16%
\$125K-\$150K	8%	8%	7%
\$150K+	14%	11%	11%

- Santa Cruz and Seacliff are family attractions, with over 50% of respondents visiting with children.
- Monterey attracts a mix of young adults and families



# Party Size & Composition

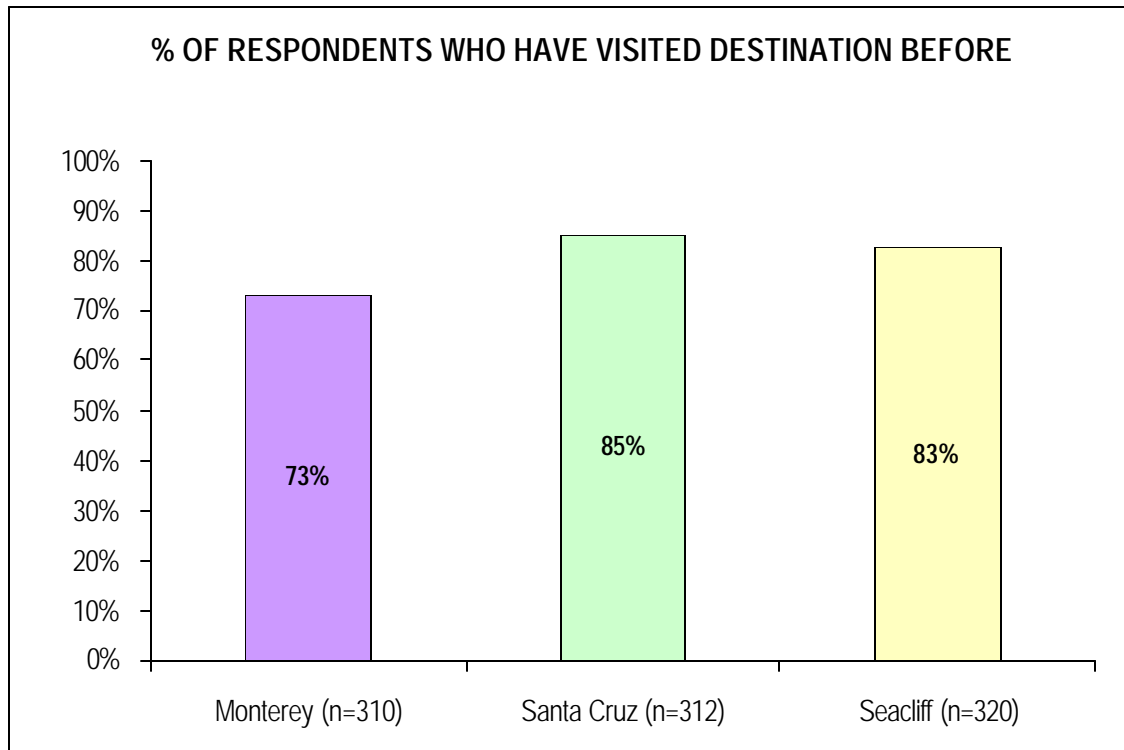
Party Size	Full Sample		Without Groups 10+	
	Mean	Median	Mean	Median
Seacliff	7.4	4.0	3.9	4.0
Santacruz	4.2	4.0	4.0	4.0
Monterey	3.1	2.0	2.7	2.0

# of Children Under 16 in Party	Full Sample	
	Mean	Median
Seacliff	4.0	3.0
Santa Cruz	2.5	2.0
Monterey	1.9	2.0

- Seacliff and Santa Cruz respondents report a larger “mean” or average party size and number of children in the party than Monterey.
- Mean and median party size figures are shown for two groups of respondents. The “Full Sample” includes all respondents, while the second removes all respondents who were in a group of more than 10 people. In Seacliff, the average number drops significantly when the large groups are removed.
  - This is due to the fact that Seacliff attracts a lot of larger community groups for picnics, celebrations, religious services, etc.

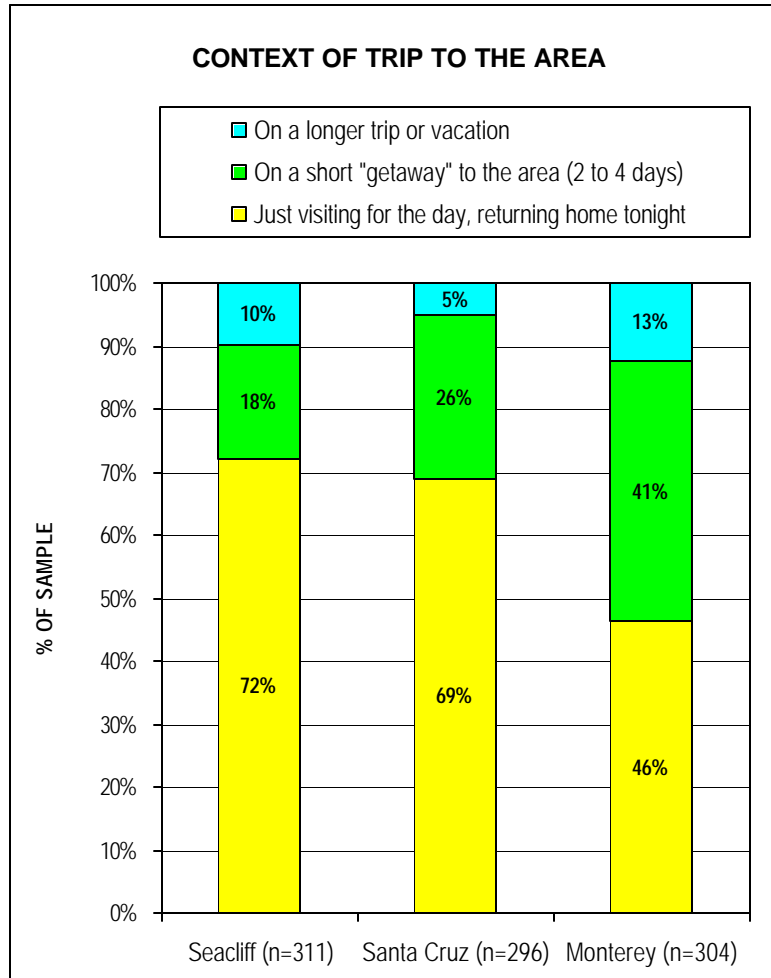


## Previous Visitation



- Over three-quarters of respondents reported previous attendance at each destination.
- Seacliff and Santa Cruz respondents reported slightly higher rates of previous visitation.

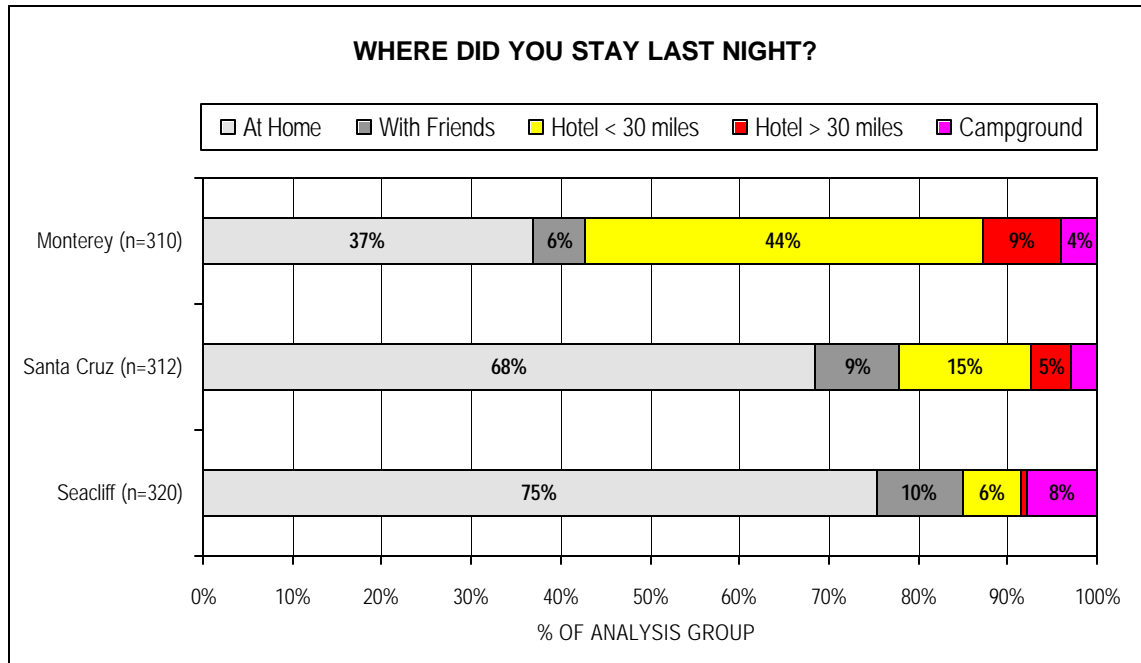
# Type of Visit



- Over 70% of visitors to Seacliff and Santa Cruz are day trippers compared to 46% at Monterey.
- Monterey is a regional "destination" attracting visitors from around the world. Over 50% of Monterey visitors are staying longer periods of time (41% on a short getaway and 13% on a longer trip).
  - The implications of attracting this type of visitor to the proposed MBNMS visitor center would include out-of-area marketing.

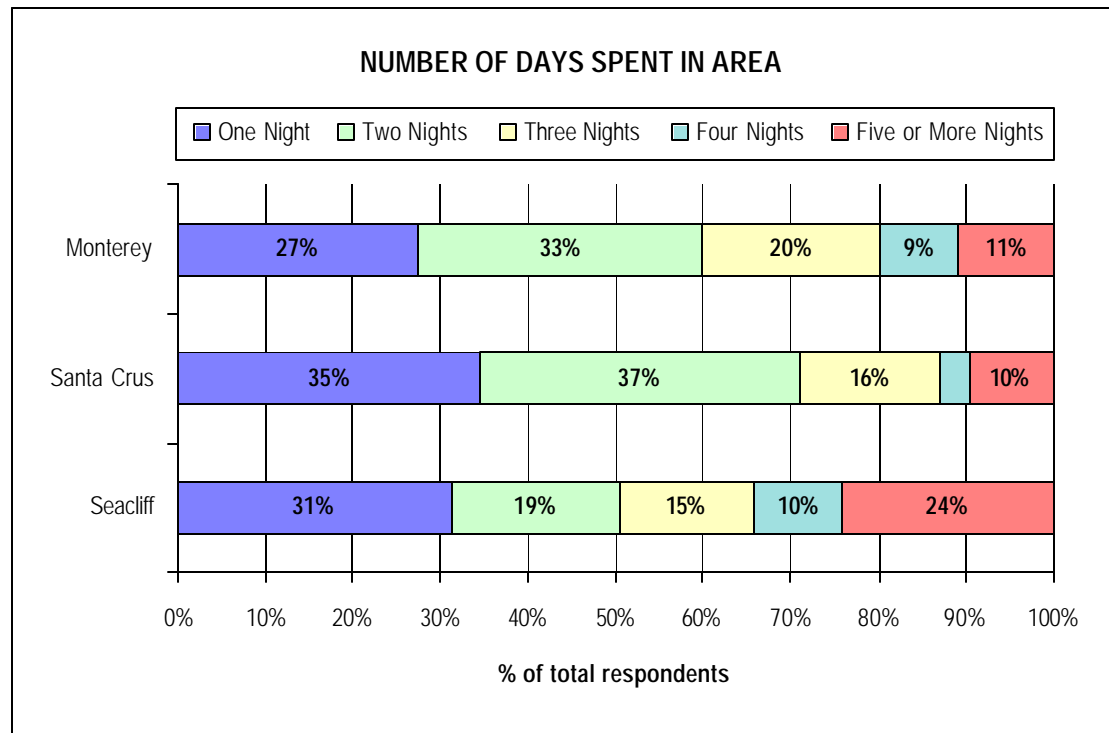


# Overnight Accommodations



- On the days sampled, a majority of visitors to Seacliff and Santa Cruz were day-trippers. Roughly three-quarters returned home for the night.
- In contrast, over 60% of Monterey respondents reported staying overnight.
- With the exception of Seacliff, the most common overnight accommodation is a hotel within 30 miles of the destination.

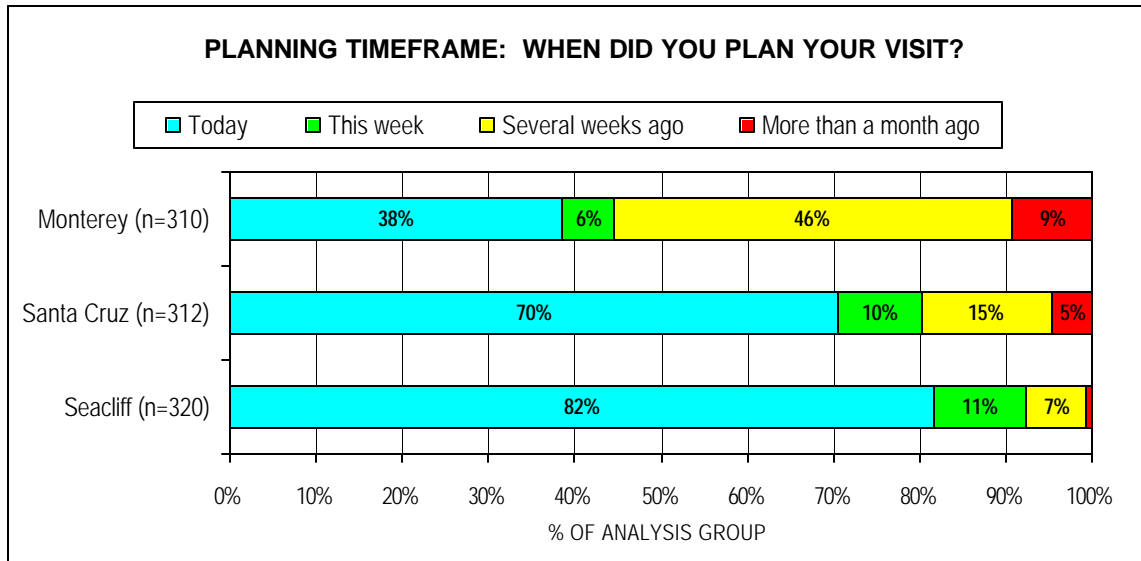
# Length of Stay



- The average Monterey and Santa Cruz visitor stays in the area for 2.5 days, compared to 3.3 days for visitors to Seacliff.
- Of those staying longer than one day in the region, Seacliff visitors appear to be staying around the longest, with a quarter staying five nights or more.
  - This is probably due to the fact that there are many more campers and long-term vacation home rentals near this destination.

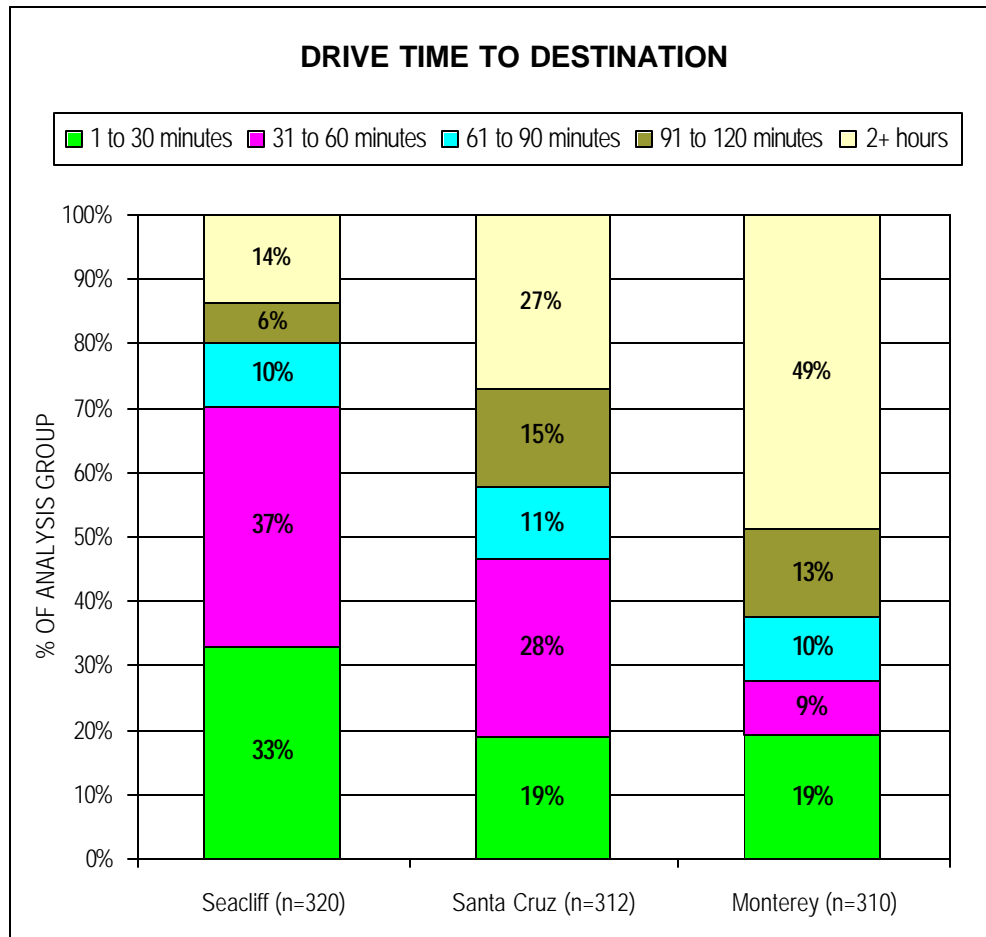
Mean values: Length of stay in the area	
Location	# of Days
Seacliff	3.31
Santa Cruz	2.47
Monterey	2.44

# Planning Timeframe



- Visits to Santa Cruz and Seacliff appear to be more spontaneous than visits to Monterey.
- More than half (55%) of Monterey respondents reported planning their trip at least several weeks in advance of their visit.

# Drive Time to Destination



- On average, visitors travel longer distances to Monterey than to Seacliff or Santa Cruz.
- Almost half (49%) of Monterey respondents reported driving for two hours or more to get to the destination.
- In contrast, 70% of Seacliff visitors drove less than an hour to the destination.
- 15% of visitors came from the Central Valley Region.

# Other Places Visited

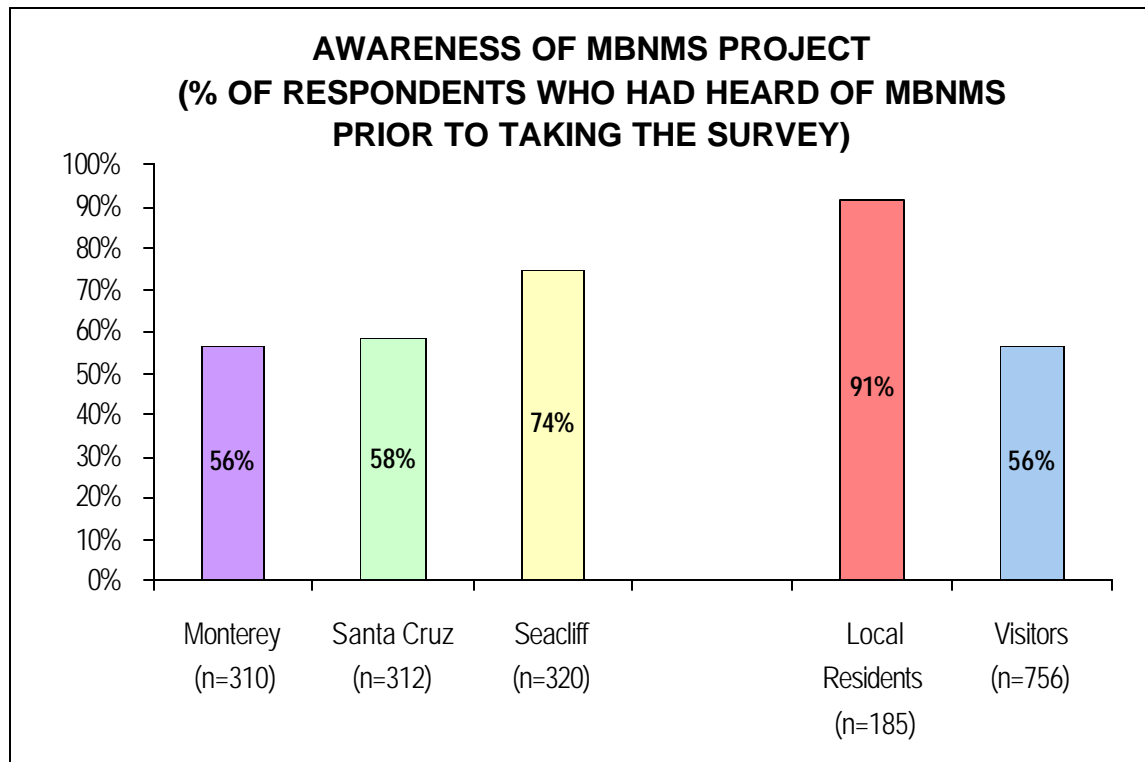
Other Destinations This Trip	% of Seacliff Respondents
Downtown Santa Cruz	29%
Santa Cruz Beach Boardwalk	28%
Capitola Beach	20%
Aptos Shops	18%
A State Park or Beach in the area	16%
Monterey Cannery Row area and Aquarium	15%
Seacliff Shops	14%
Seymour Marine Discovery Center	3%
<b>No Other Destination Reported</b>	<b>43%</b>

Other Destinations This Trip	% of Santa Cruz Respondents
Santa Cruz Beach Boardwalk	75%
Santa Cruz Wharf	54%
Downtown Santa Cruz	40%
A State Park or Beach in the area	23%
Monterey Cannery Row area and Aquarium	12%
Surfing Museum	8%
Santa Cruz Museum of Natural History	4%
Seymour Marine Discovery Center	4%
<b>No Other Destination Reported</b>	<b>8%</b>

Other Destinations This Trip	% of Monterey respondents
Cannery Row	78%
Monterey Fisherman's Wharf	77%
Monterey Bay Aquarium	48%
Downtown Monterey	47%
Carmel	37%
A State Park or Beach in the area	21%
Santa Cruz Beach Boardwalk	14%
Monterey Maritime Museum	14%
Other Historic sites in Custom House Plaza	12%
<b>No Other Destination Reported</b>	<b>2%</b>

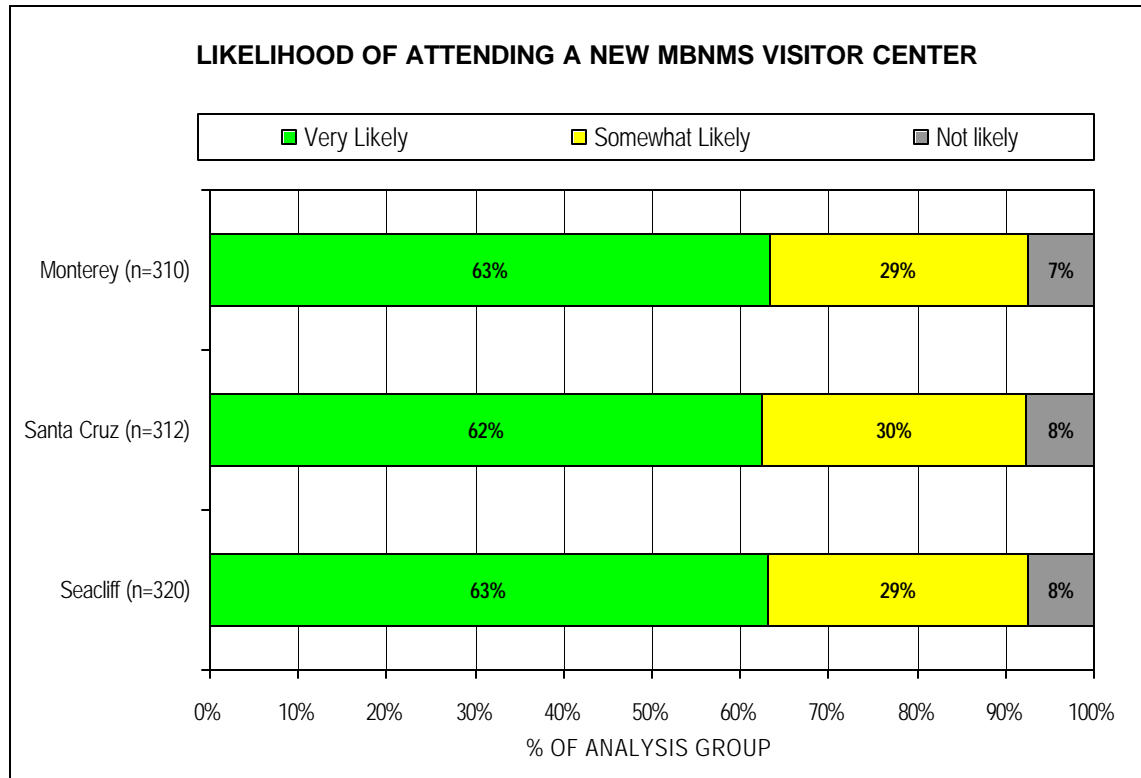
- Seacliff visitors appear to stay close to the destination. 43% of respondents did not visit any other major attractions in the area.
  - For those who did report visiting other attractions, the highest percentage indicated visiting Downtown Santa Cruz and Santa Cruz Beach Boardwalk (29% & 28% respectively).
- Respondents at Monterey and Santa Cruz appear more apt to visit attractions in the area.
  - 78% of Monterey visitors reported visiting Cannery Row and 77% Fisherman's Wharf
  - About half of Monterey visitors report visiting the Aquarium
  - 75% of Santa Cruz visitors also visited the Santa Cruz Beach Boardwalk.

# Awareness of MBNMS



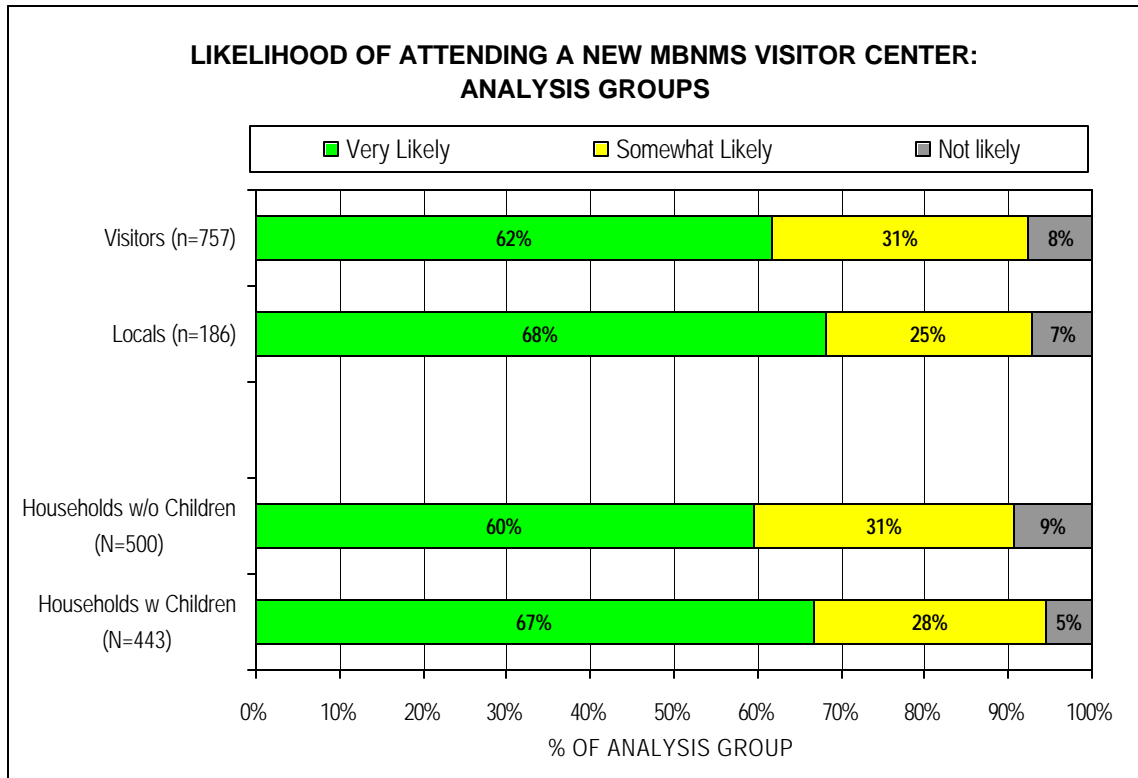
- Over half of respondents in Monterey and Santa Cruz had heard of Monterey Bay National Marine Sanctuary compared to nearly three-quarters of Seacliff respondents.
- As might be expected, awareness is highest among locals (91%), compared to overnight visitors (56%).

# Likelihood of Visit



- Respondents at all three sites reported a high likelihood of attending a new visitors center, with over 60% indicating that they would be “very likely” to visit.
- 71% of respondents between the age of 35-54 said that they would be “very likely” to visit compared to 53% of those 18-35.

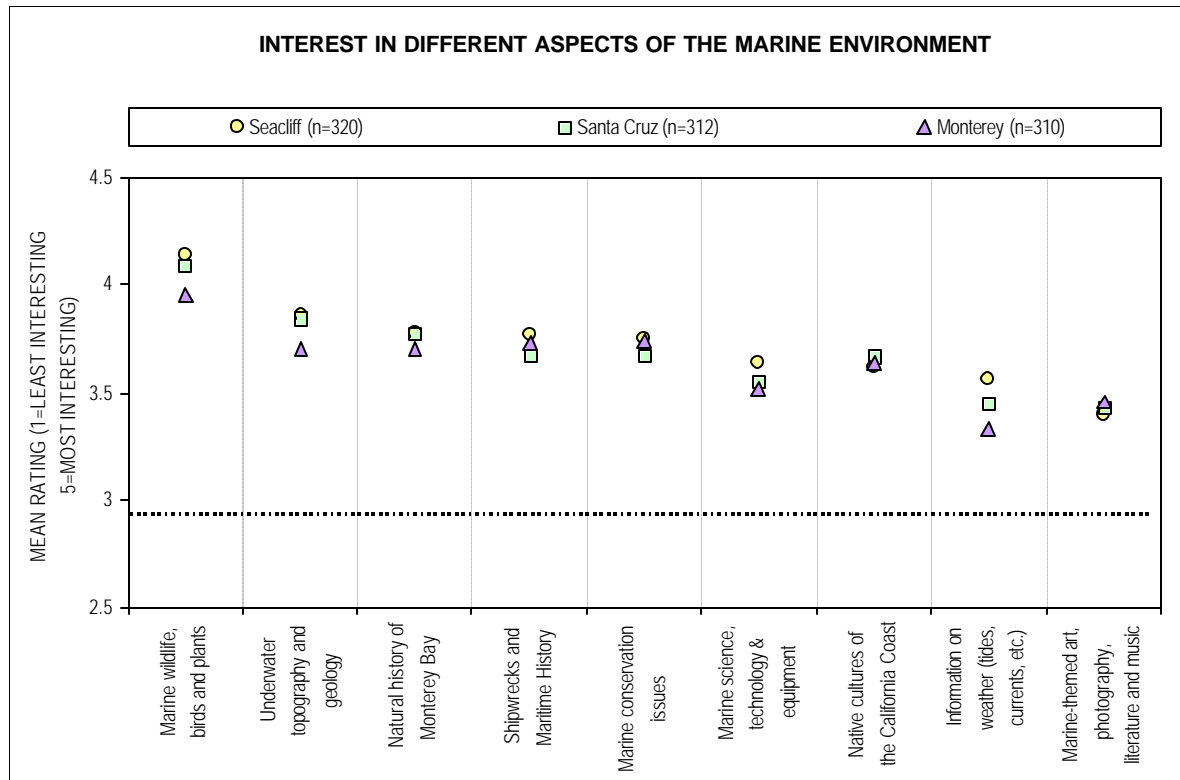
## Likelihood of Attending (cont.)



- Local residents and respondents living in household with children are slightly more likely to attend a new MBNMS visitor center, compared to other groups.
- This being said, over 90% of each analysis group indicated at least some likelihood of attending.

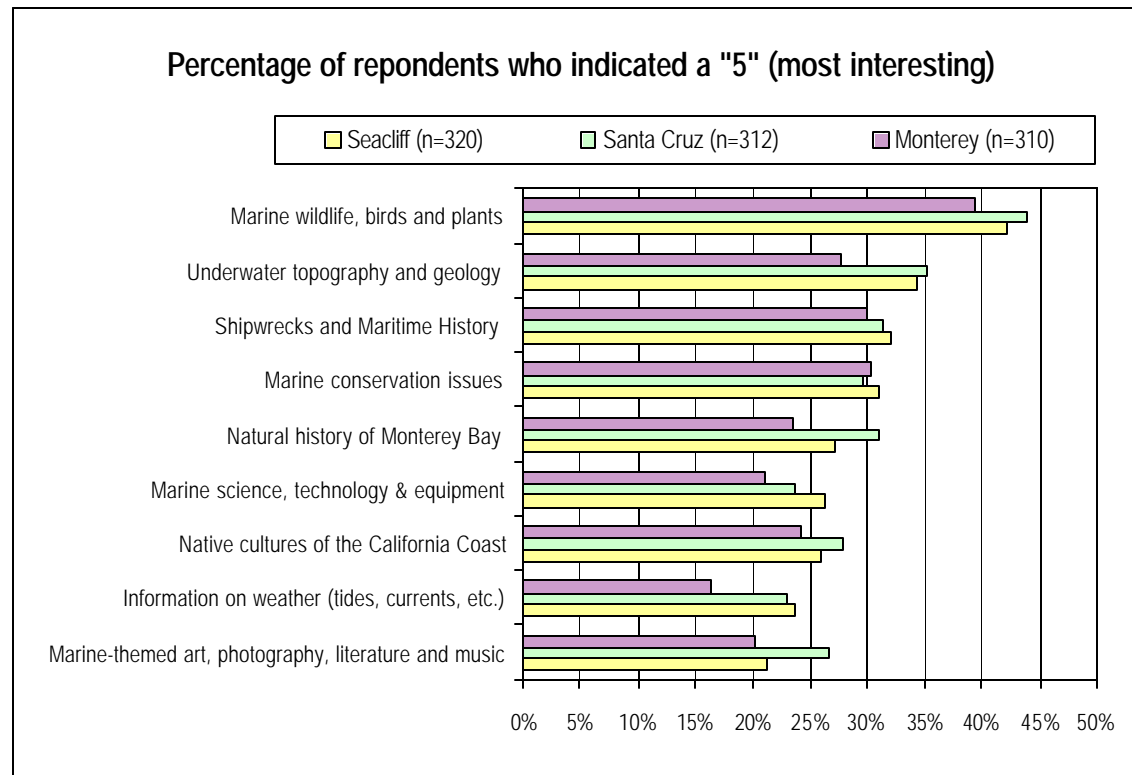


# Level of Interest in Subject Areas



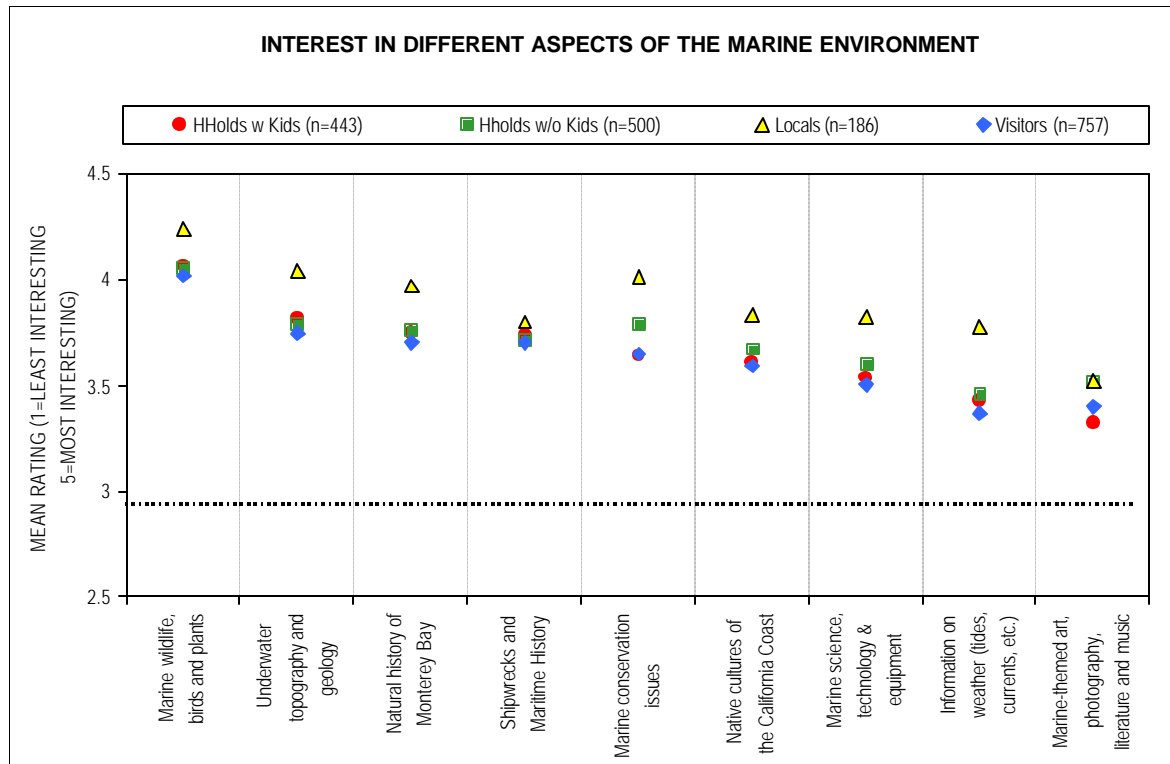
- Across survey locations, interest levels for different aspects of the marine environment remained fairly consistent.
- Marine wildlife and underwater topography are most interesting to potential visitors.
- Weather information and marine-themed art were of least interest to respondents.

## Level of Interest in Subject Areas (cont.)



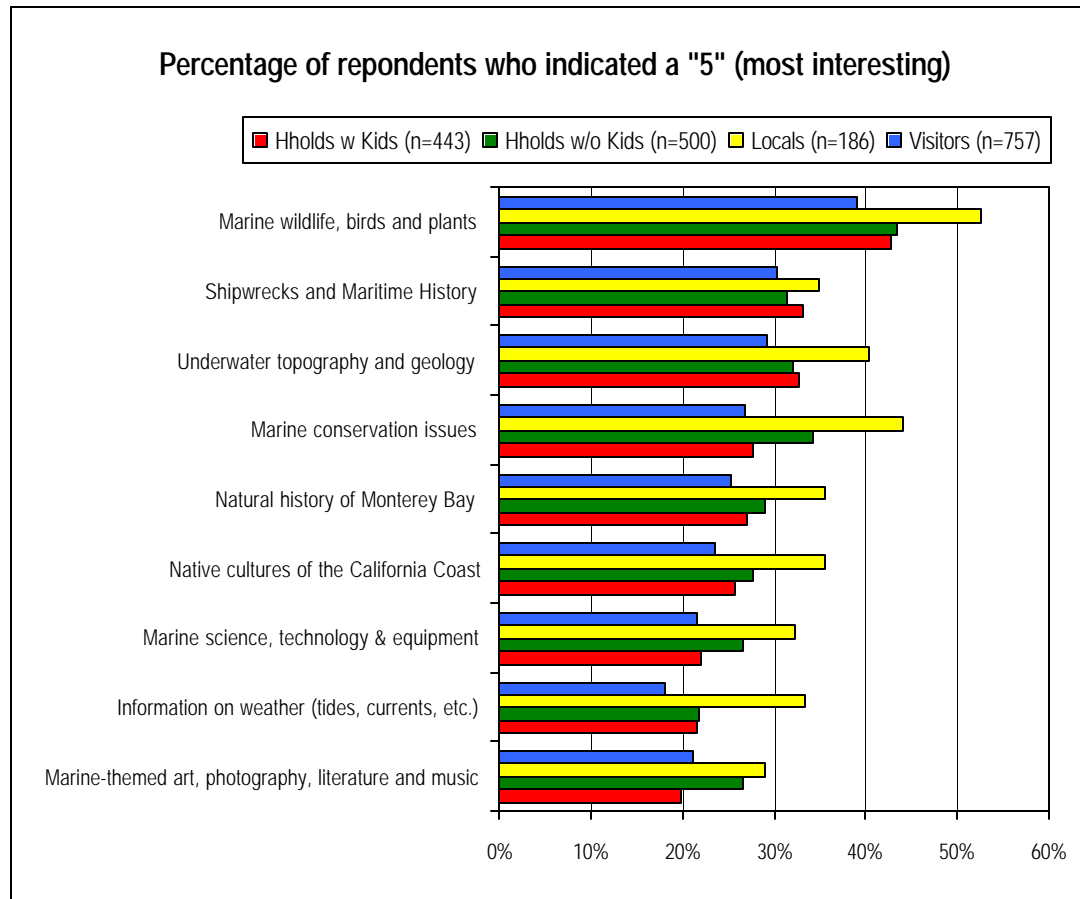
- In general, Seacliff and Santa Cruz respondents seemed more interested in the different aspects of marine life rating most aspects 5-10% higher than Monterey respondents.

# Level of Interest in Subject Areas (cont.)



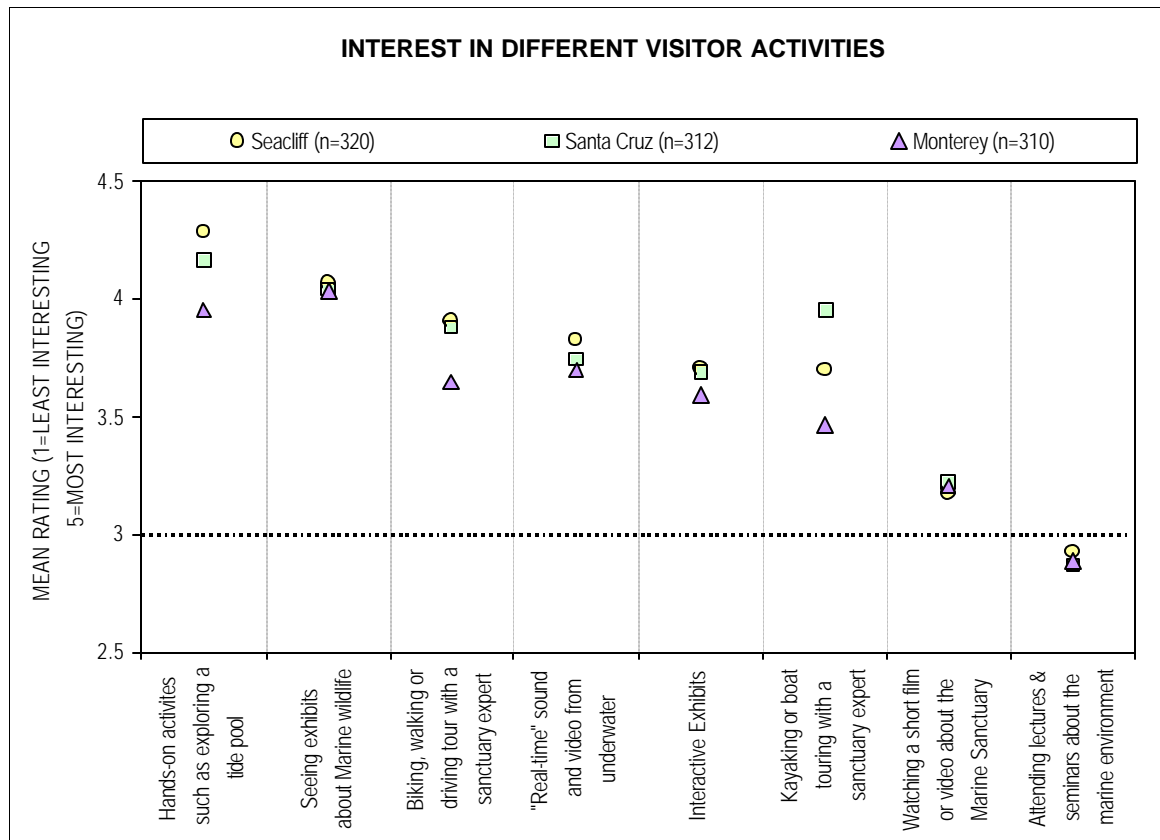
- Local residents were substantially more interested in the aspects of the marine environment than the other analysis groups.

## Level of Interest in Subject Areas (cont.)



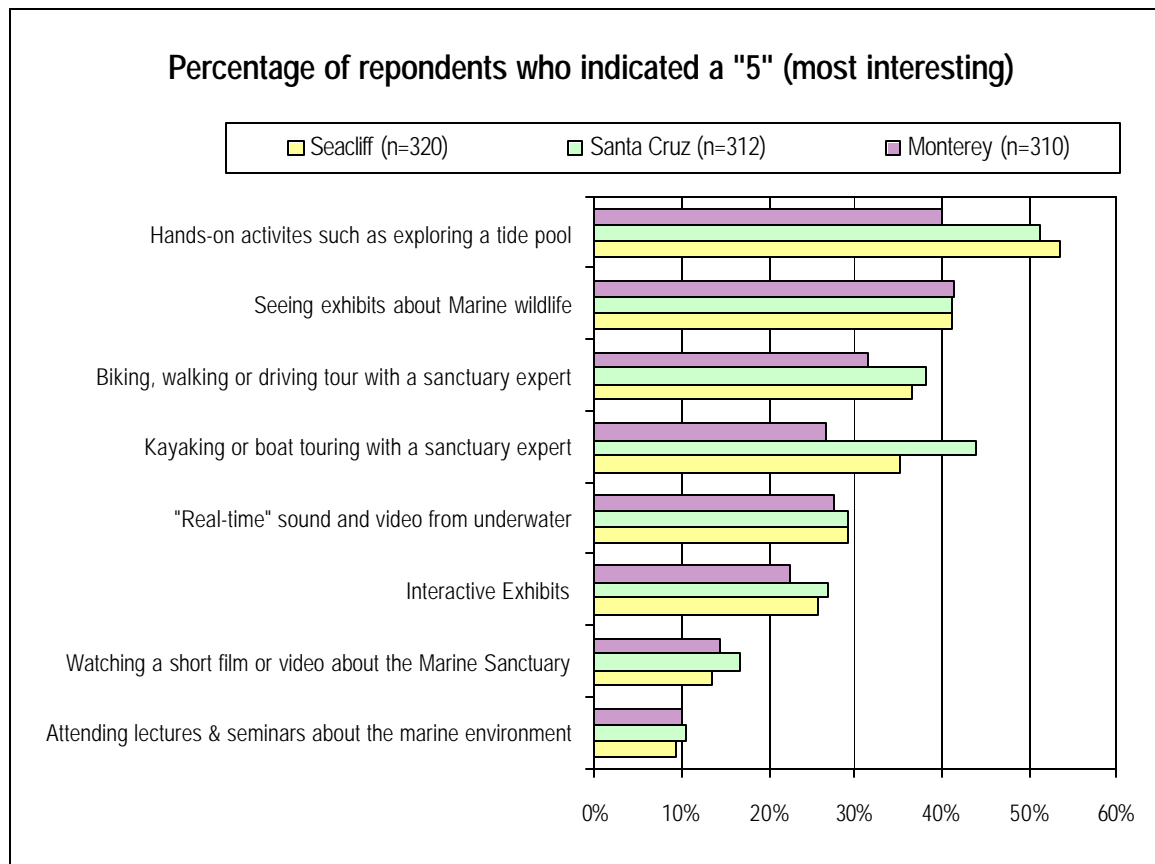
- Marine wildlife and marine conservation were of most interest to respondents, especially local residents.
- In general, visitors were less likely to rate the aspects of the marine environment a "5".

# Interest in Types of Activities



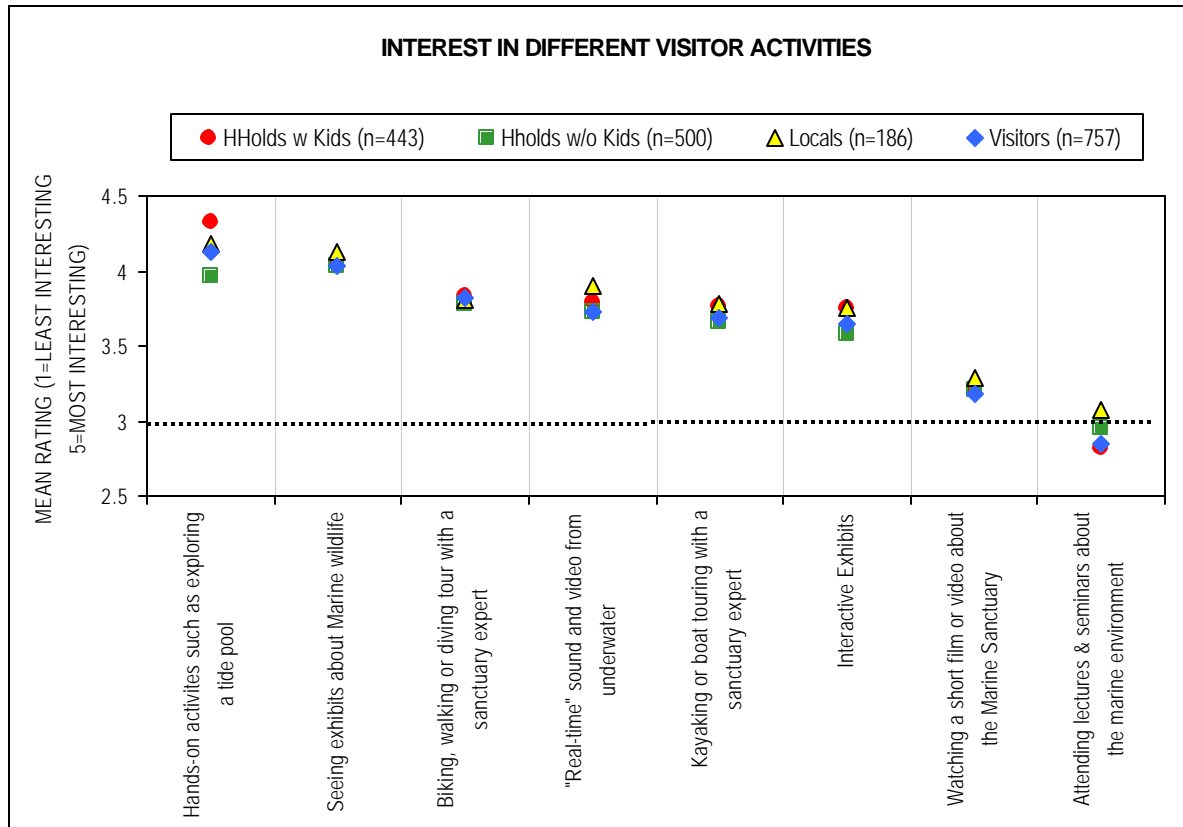
- Hand on activities and exhibits about marine wildlife are of most interest to respondents.
- Santa Cruz and Seacliff respondents appear to be more interested in “active” activities like kayaking and biking.
- Lectures and seminars have the least appeal for all groups.

## Interest in Types of Activities (cont.)



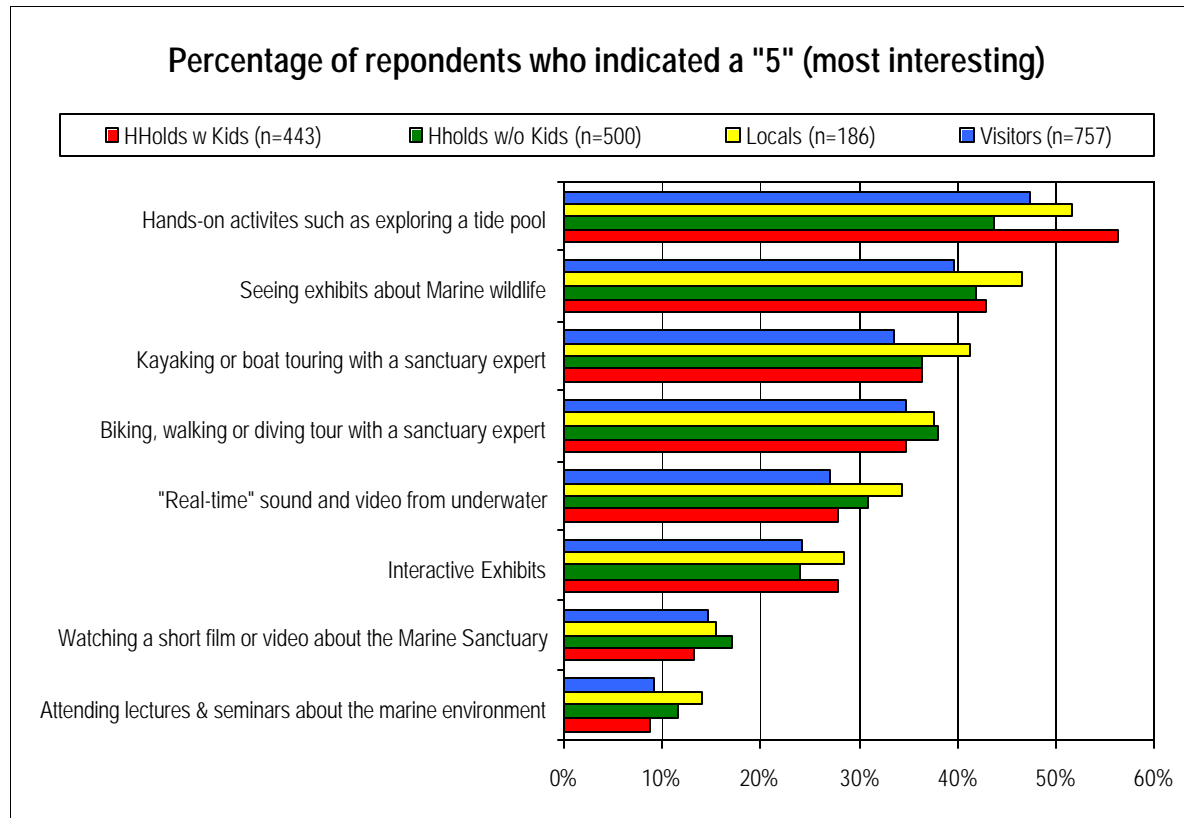
- Santa Cruz and Seacliff respondents reported a higher level of interest in all activities except for marine exhibits.
  - Monterey respondents were most interested in exhibits about marine wildlife.
- Santa Cruz respondents indicated a high interest level in Kayaking with a sanctuary expert.
  - It is worth noting that there were Hawaiian Outrigger races happening on one of the sampling days, which may explain why the interest is significantly higher.

## Interest in Types of Activities (cont.)



- Respondents living in households with kids show the most interest in hands-on activities.
- The remaining activities were fairly consistent across analysis groups.

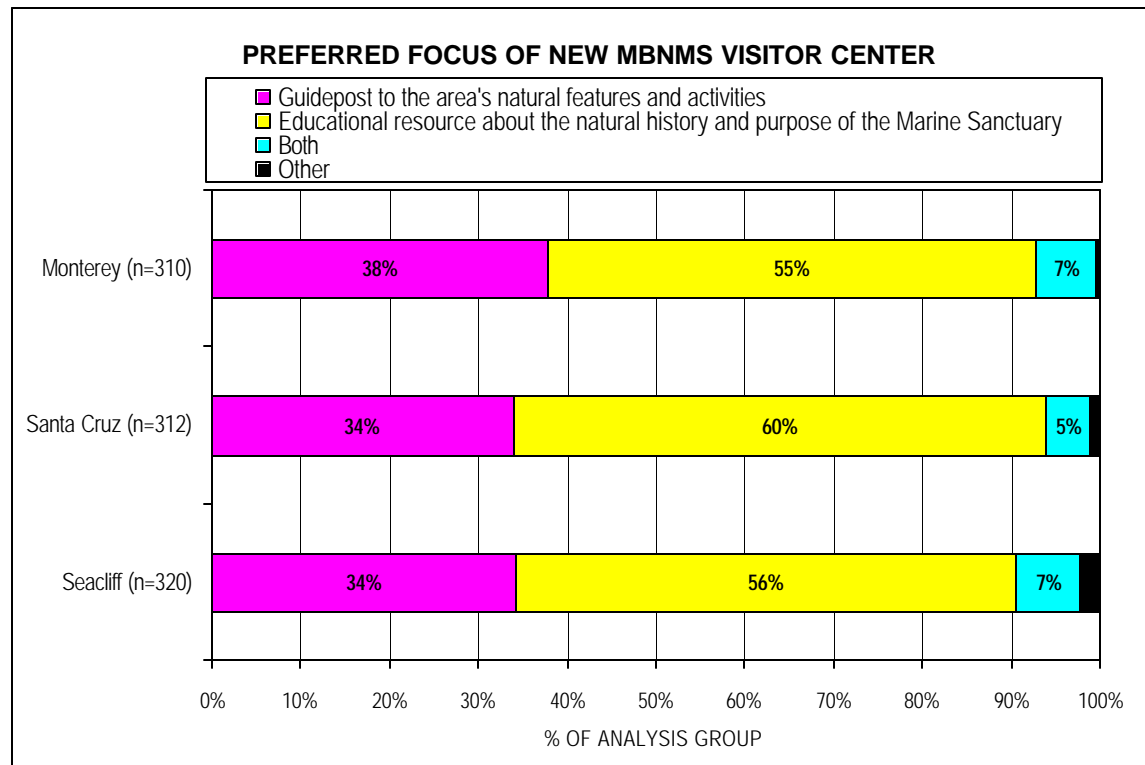
## Interest in Types of Activities (cont.)



- Overall, local residents are more interested than visitors in the different activities listed.
- Respondents living in households with kids are more interested in hands-on activities, exhibits about marine wildlife and interactive exhibits than households without kids.
- Conversely, respondents living in households without kids are more interested in biking, walking or diving with an expert, real time sound & video and film than households with kids.

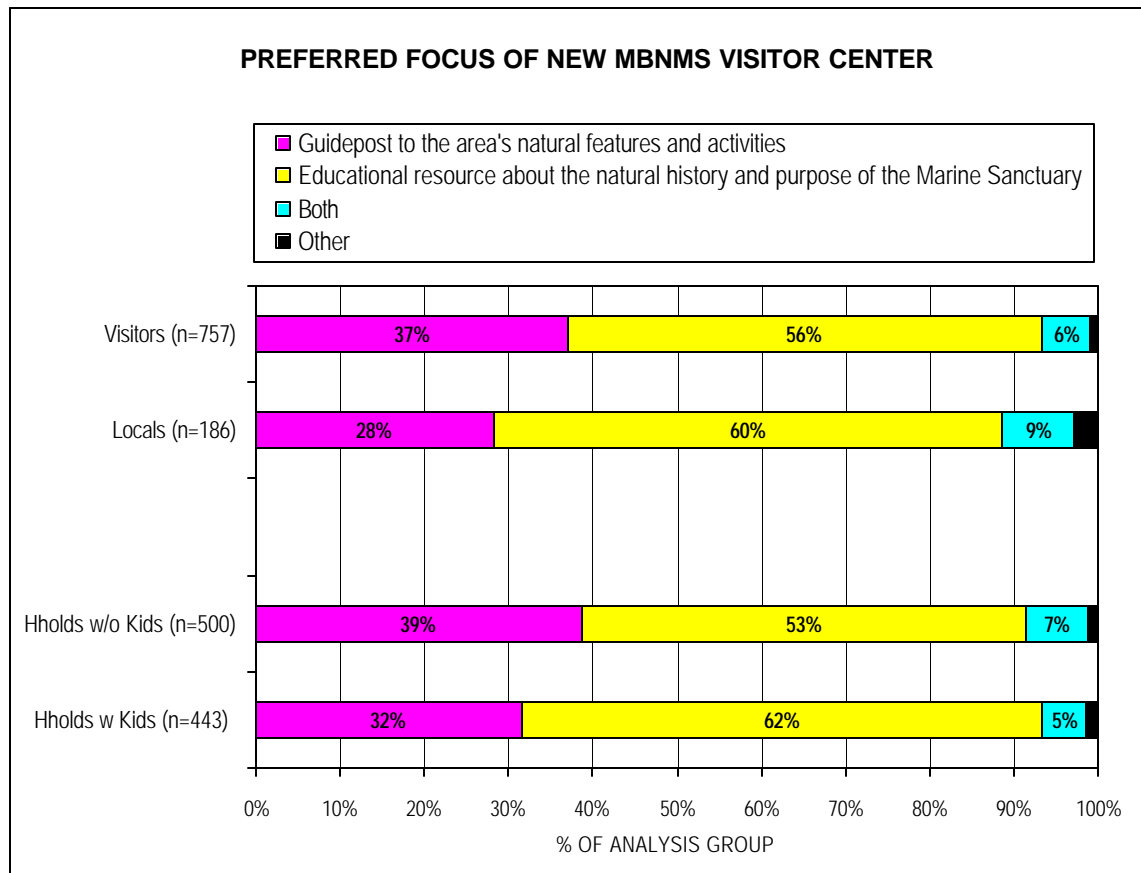


# Focus of MBNMS Visitor Center



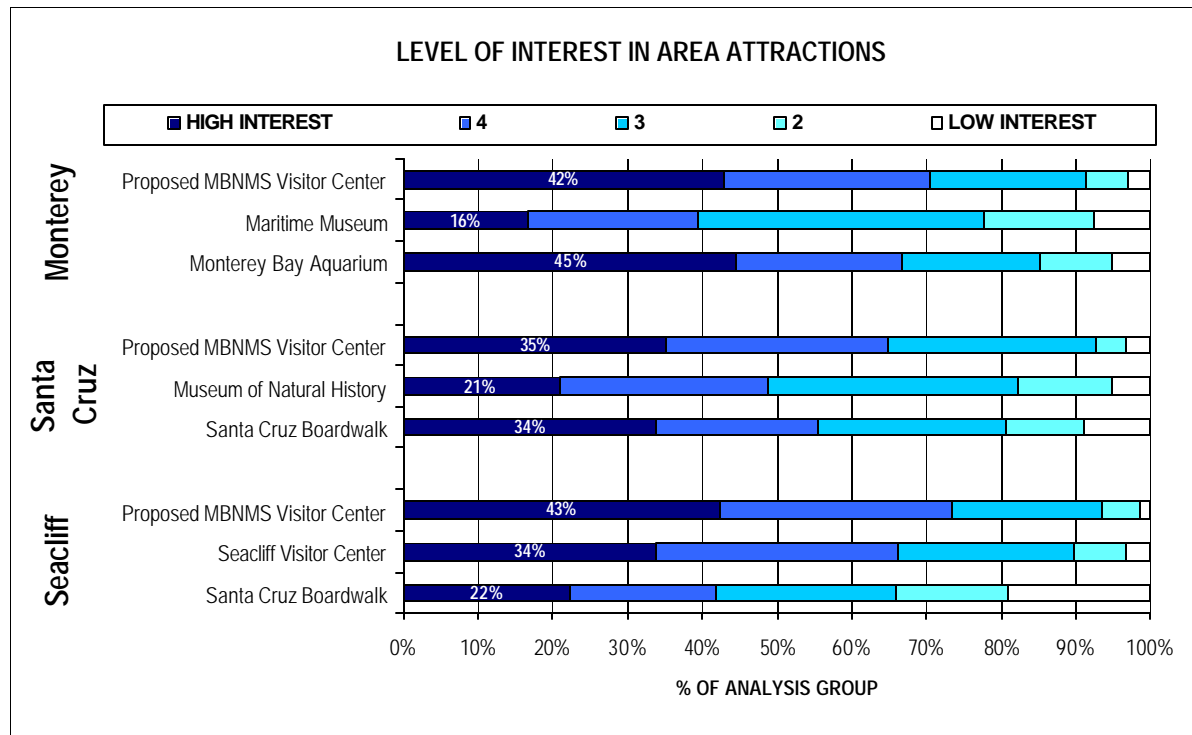
- Respondents are most interested in a visitor center that serves as an educational resource and secondly interested in a visitor center that serves as a guidepost to the areas natural features and activities..
  - It is worth noting that respondents self-defined the terms in this question.
  - While there was no “Both” category, enough respondents checked both boxes that an additional category was created for the analysis.

# Focus of MBNMS Visitor Center



- The analysis groups also show a higher affinity for a visitor's center with an educational focus.
  - Local residents and households with kids were slightly more interested in having the center take this focus.

# Interest in Area Attractions



- When compared with other area attractions, visitors at all three sites indicate a high level of interest in the new MBNMS visitor's center.
- In Monterey, almost as many respondents indicate a high level of interest in visiting the proposed visitors center as they do in visiting the Monterey Aquarium.
- In both Santa Cruz and Seacliff, the proposed visitor center is of higher interest to respondents than other attractions in the area.

# *Appendix V: Comparable Visitor Centers*

## Table of Contents

Environmental Discovery Center, Spring Lake, Santa Rosa, CA -----	2
Maritime Museum, San Francisco National Maritime Historical Park, CA-----	4
San Francisco Bay Model, Sausalito, CA -----	6
Gulf of the Farallones National Marine Sanctuary Visitor Center, San Francisco, CA----	7
Sea Center at Stearns Wharf, Santa Barbara, CA -----	8
Robert J. Lagomarsino Visitor Center, Channel Islands National Park, Ventura, CA ----	10
Bear Valley Visitor Center, Point Reyes National Seashore, CA -----	11
Grant Grove Visitor Center, Sequoia National Park, CA-----	13
Elkhorn Slough National Estuarine Research Reserve, Moss Landing, CA -----	15
Columbia River Maritime Museum, Astoria, OR-----	16
Columbia Gorge Interpretive Center, Stevenson, WA-----	18
Columbia River Exhibition of History, Science & Technology, Richland, WA-----	19

***Environmental Discovery  
Center, Spring Lake, Santa  
Rosa, CA***

***Center Mission***

The mission of the Environmental Discovery Center is to create a place where people of all ages learn the value of environmental stewardship, habitat restoration, parks, open space and responsible use of Sonoma County's natural resources.

***Overview***

The Center, opened in April 2002, is located in the former Spring Lake Visitor Center building at Spring Lake Regional Park in Santa Rosa, California.

In 2000, the Sonoma County Regional Parks Department, formed partnerships with local agencies, including the Sonoma County Water Agency, the Sonoma County Integrated Waste Division, the Sonoma County Health Department, and the City of Santa Rosa Public Works Department to enhance the facilities and educational opportunities at the Visitor Center.

***Facility***

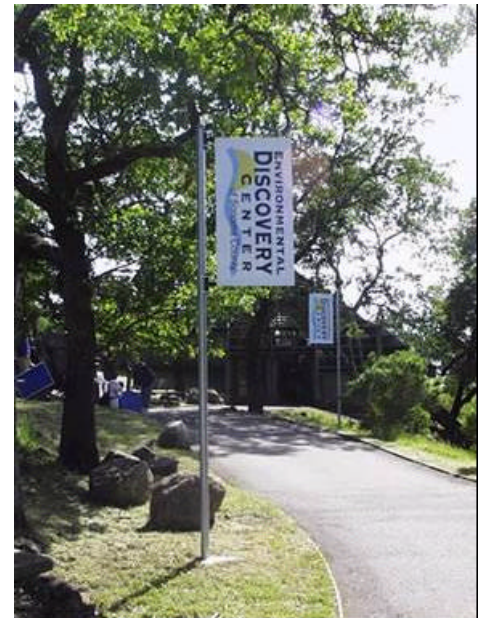
Spring Lake Regional Park has 350 acres of recreational area for swimming, boating, fishing, hiking, and camping. A portion of the 2,000 square foot center can be curtained off to create a small indoor theater seating 30 people. In the middle of the Center is a sunken area with a handful of computers known as the "technology tent".

In addition to their own building, they utilize an outdoor amphitheater, an open-topped rock storytelling cavern, and other areas of the park.

***Visitors***

Annual attendance at Spring Lake Regional Park is estimated to be 800,000 with a projected 25,000 to 30,000 for the Center. The primary visitors to the Center are local school children as well as local families.

In its first ten weeks of operation, the Center was host to over 2,700 visitors. Of this total, over 1,400 were children on field trips.



### ***Interpretive Focus***

The Center provides fun, interactive, educational programs for children ages 6-12. There are five rotating programs per year, each focusing on a different aspect of the natural resources in Sonoma County. For example, the inaugural program at the Center was called “Down the Drain: a raindrop’s journey from cloud to creek”, followed by “Keep Your Cool This Summer” and “3R Round-Up: reduce-reuse-recycle”. Each of the programs at the Center is designed to reinforce state standards in education. The EDC also offers Spanish interpretation.

### ***Operations***

The Center is operated by the Sonoma County Regional Parks Department and receives funding from the Sonoma County Regional Parks Foundation.

The Center has created partnerships to with local school districts and the Sonoma County Office of Education to ensure that Center programs meet State education standards. The Center has many sponsors including the City of Santa Rosa, the Environmental Protection Agency, the California Department of Energy, and other State agencies.

Admission is free with paid parking.

### ***Budget and Staffing***

The current annual budget for the Center is \$140,000. Of this total, an estimated \$112,000 (80%) goes to operating costs, including all salaries, but excluding utilities, and \$28,000 (20%) goes to programming costs, including exhibits and supplies.

The Sonoma County Regional Parks Department funds \$40,000 of the budget and the Sonoma County Regional Parks Foundation raised \$60,000, which will be distributed over three years. The remainder of the budget is made up of sponsorships.

Currently, there is full-time Park Ranger at the Center who manages the facility and its programs. There is also a part-time Park Ranger Assistant, two part-time Park Aides and as many as 8 part-time Teachers from the Environmental Education Department at Sonoma State University who lead classes and groups through the facility and programs.

***Maritime Museum, San  
Francisco National Maritime  
Historical Park, CA***

***Museum Mission***

The mission of the Maritime Museum is to educate the public about the maritime history of the San Francisco Bay.

***Overview***

The Maritime Museum, located at Fisherman's Wharf, is part of the San Francisco National Maritime Historical Park. The art deco style Maritime Museum was built as a WPA project in 1939 as a private swimming club. In 1951 the building became the property of the Golden Gate National Recreation Area. In 1989, the Museum and a number of historic ships were established as a National Park.

A new Maritime Museum is currently being constructed directly across the street from the historical ships docked at Hyde Street Pier and is directly connected to a hotel. The new 200,000 sq ft museum will include more interactive exhibits as well as a wider interpretive focus. Target completion is July 2003.

***Facility***

The Museum is 7,000 sq ft. and has three floors of exhibits. The first and second floors house permanent exhibits and the third floor is used for temporary exhibits. A city-operated Senior Center is also housed in the building.



***Visitors***

Annual visitation at the free Museum is 232,000, which includes 24,000 school children. There are an estimated 3.5 million visitors to the entire Maritime Park area and up to 14 million to the Fisherman's Wharf area annually.

***Interpretive Focus***

Ranger-led or self-guided tours are offered of the Museum, which houses an extensive collection of photographs, model ships and maritime artifacts in its permanent collection. Third floor exhibit area showcases temporary hands-on exhibits.

***Operations***

The Interpretation and Resource Management Division of the National Maritime Historical Park operates the Museum.



The San Francisco Maritime National Park Association assists with programs and also engages in fundraising and lobbying efforts.

***Budget and Staffing***

The annual interpretive budget for the SF Maritime National Historical Park is \$800,000 out of a \$6 million Park budget.

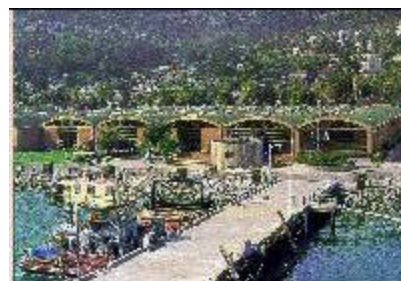
***San Francisco Bay Model,  
Sausalito, CA***

***Center Mission***

The mission of the San Francisco Bay Model is two-fold: education about the work of the Army Corps of Engineers and education and preservation of the San Francisco Bay and its ecosystem.

***Overview***

In the 1940's, the US Army Corp of Engineers constructed the San Francisco Bay Model in order to determine if the proposed creation of several dams across the San Francisco Bay would adversely affect the ecosystem. In the 1960's the Sacramento Delta and Suisun Bay areas were added to the Bay Model.



The work of the Corp of Engineers changed in 2000 when computers replaced the formerly mechanical portions of the Model. After this change, the engineering portion of the Bay Model was closed. However, the Corp continues to operate the model as an educational resource.

***Facility***

The Bay Model spans 1½ acres and includes the entire model and also houses the Marin Ship Museum, lobbies, offices, conference rooms, and a bookstore.

***Visitors***

Annual visitation at the Bay Model is 150,000, of which 60,000 are school children and 45,000 are tourists. There are an estimated 3-4 million visitors to Sausalito annually.

***Interpretive Focus***

The Bay Model does educational outreach to school age children about topics concerning the Bay and its ecosystems, as well as educating visitors about the mission of the Army Corps. The long-range plan of the Bay Model includes partnering with colleges and high schools to further expand scientific exploration and experimentation.



### ***Operations***

The Bay Model Visitor Center is a part of the U.S. Army Corps of Engineers. The visitor center staff is civilian personnel and is managed by active military personnel.

The Bay Model has a number of informal program partnerships with local parks, a summer program with the City of Sausalito, the Farallone Islands National Marine Sanctuary Association on the Jason Project. Other partnerships include the Marine Mammal Center and the YMCA.

### ***Budget and Staffing***

The annual budget of the Bay Model is \$1 million, of which approximately \$205,000 goes to maintenance costs.

The Bay Model is funded by the US Army Corps of Engineers. The Bay Model Association funds \$100,000 to the Bay Model in support of the Jason Project.

***Gulf of the Farallones  
National Marine Sanctuary  
Visitor Center, San Francisco,  
CA***

### ***Visitor Center Mission***

The mission of the Gulf of the Farallones National Marine Sanctuary Visitor Center is discovery, education, and conservation of the Marine Sanctuaries, with particular focus on the Farallones Islands.

### ***Overview***

The visitor center is a project of the Gulf of the Farallones National Marine Sanctuary Association. The Association was incorporated in 1995 to support the education, conservation, and research programs of the National Marine Sanctuary. In 1998, the association opened the visitor center opened on the ground floor of a former Coast Guard Building located at Crissy Field in San Francisco. The cost to renovate the building for the visitor center was \$15,000.

### ***Facility***

The 900 sq ft Visitor Center is in the dining hall of a former Coast Guard station and boasts a spectacular view of the San Francisco Bay. The building is owned by the National Park Service.

### ***Visitors***

Over 31,000 people come to the Visitor Center annually, including 1,000 school children. Visitation to Crissy Field is 500,000.



### ***Interpretive Focus***

The Gulf of the Farallones National Marine Sanctuary Association offers a variety of educational programs. Among these are Beach Watch and Emergency Response Planning, Central California Harbor Seal Census and monitoring of the seals, participating in the Jason Project, hosting student summits, school programs, and a lecture series.

The Visitor Center offers interactive exhibits, and a floor-to-ceiling educational mural depicting the Sanctuary and its ecosystem. Other programs include hands-on educational learning for K-12 children, including kayaking, hiking, and whale watching trips, and exploring the sanctuary's coastal habitats.

### ***Operations***

Sanctuary Association operates the visitor center under contract with the Gulf of the Farallones National Marine Sanctuary.

The Sanctuary Association has offers a summer day camp in association with Point Reyes National Seashore, Marine Mammal Center, and San Francisco Parks & Recreation. Other partnerships have been created with Golden Gate National Recreation Area, the Pacifica Chamber of Commerce, and the Bay Model Visitor Center.

### ***Budget and Staffing***

The annual budget of the Visitor Center is \$90,000, of which \$60,000 goes to salaries. The Association spends \$500,000 annually for its varied programs. The Association also funded the \$15,000 renovation to create the Visitor Center.

There is one full-time staff member in the visitor center, and one full-time staff member who leads interpretive programs in the coastal habitat and surrounding waters.

## ***Sea Center at Stearns Wharf, Santa Barbara, CA***

### ***Visitor Center Mission***

The mission of Sea Center is to introduce visitors to the biological diversity of the Santa Barbara Channel and to promote stewardship and conservation of the natural resources of the Channel.

### ***Overview***

In 1984, the Santa Barbara Museum of Natural History entered into an agreement with the Sanctuary Programs Division of the Office of Ocean and Coastal Resource Management of NOAA. Under terms of this agreement, the Sea Center

was created at Stearns Wharf in Santa Barbara as a display and educational facility. The Sea Center opened in 1985.

The Museum was responsible for all day-to-day operations, design and implementation of exhibits, and annual budgeting for Sea Center. Budgeting and promotional materials were done in partnership with the Sanctuary. Capital costs were also handled jointly, with the Museum contributing \$150,000 and the Sanctuary contributing \$50,000 towards the creation of Sea Center.

In 1996, a new Memorandum of Understanding was called for, but negotiations stalled until 1998, when the agreement was terminated. Sea Center was turned over to the Museum, who managed its operations until it closed in December 2001.



A \$6.5 million capital campaign is currently under way to renovate Sea Center, expand the facility, and enhance its interpretive offerings. To date, \$4 million has been raised for this renovation. Discussions for a new collaborative partnership with the Marine Sanctuary have begun again that will include exhibition funding and advisory support to Sea Center.

### ***Facility***

The Sea Center is a 2,800 educational and display facility located on Stearns Wharf. Sea Center exhibits include aquarium displays and a touch tank. The very high number of annual visitors to Stearns Wharf and an expansion of the programs offered have necessitated a larger, more expanded facility.

Sea Center closed to the public in December 2001 and a capital campaign was launched to build a 7,000 sq ft facility with more interactive amenities, a wet lab/classroom, and a theater that will encompass the old Sea Center and the Nature Conservancy buildings.

### ***Visitors***

Annual attendance at Sea Center is estimated at 60,000, of which 7,500 are school children. Stearns Wharf attracts over 2 million visitors per year.

### ***Interpretive Focus***

As Sea Center was originally intended as a display and education facility, the interactive aspects were confined mostly to the aquariums and touch tank. Staff assisted visitors and answered questions.

### ***Operations***

The Santa Barbara Museum of Natural History managed all operations at the Sea Center, even after the agreement with Marine Sanctuary was terminated. Funding

for operations came from entrance fees, concession sales, and fundraised sources, including the Museum and Marine Sanctuary.

### ***Budget and Staffing***

The budget for the Sea Center was \$140,000 and employed 3 to 5 people.

The Museum has submitted a proposal to the Marine Sanctuary for \$700,000 for exhibits in the new Sea Center. The Coastal Conservancy has donated \$250,000 towards the new Sea Center.

### ***Robert J. Lagomarsino Visitor Center, Channel Islands National Park, Ventura, CA***

#### ***Visitor Center Mission***

The mission of the Channel Islands National park is to protect and interpret the natural ecosystems and cultural values of the Channels Islands and adjacent marine waters and to provide present and future generations appropriate opportunities to experience and understand park resources and values.

#### ***Overview***

In 1938, President Franklin Roosevelt designated two of the eight Channel Islands as national monument. In 1980, these two islands and three more were designated as national park because of their unique natural and cultural resources. Later the same year, the surrounding waters were added and then the area was designated as National Marine Sanctuary.

#### ***Facility***

The Channel Islands National Park, with its five Islands, comprises nearly 250,000 acres, half of which is under water.

The Visitor Center includes a museum, tide pool exhibit, 75-seat auditorium, and a bookstore. Outside there is a native plant garden and a picnic area.



#### ***Visitors***

Every year an estimated 380,000 people visit the Lagomarsino Visitor Center. An additional 90,000 people visit the Channel Islands and surrounding waters. There are an estimated 3 million visitors to the city of Ventura.

The Channel Islands National Park offers extensive on-site and off-site interpretive programs. On-site there are over 500 individual school programs that draw nearly 20,000 students annually. There are an additional 438 off-site school programs reaching an additional 14,400 children. In addition, the Visitor Center offers over 170 weekend programs for the general public that draw approximately 5,000 additional visitors.

### ***Interpretive Focus***

The Visitor Center features a museum, living tide pool exhibit, three-dimensional models of all the park islands, interactive touch screen exhibit, and a tower with telescopes for viewing the islands. The Visitor Center also offers weekend ranger-led interpretive programs.

### ***Operations***

The Channel Islands National Park is part of the National Park Service, under the management of a superintendent and staffed with Park Rangers.

### ***Budget and Staffing***

The Channel Island National Park Interpretive Division has 8 FT staff members and 1 Pt staff member in the following positions: 2 Supervisory Park Rangers-Interpretive, 5 Park Rangers-Interpretive, 1 seasonal Park Guide, 1 Education Coordinator, and 1 Administrative Support Assistant. In addition to the Lagomarsino Visitor Center, there are smaller visitor centers on the islands of Anacapa and Santa Barbara, as well as interpretive programs in the Channel waters.

The annual interpretive budget is \$1.3 million, which includes interpretive services, education programs, scientists-in-parks program, media contacts and support services, and visitor protection.

## ***Bear Valley Visitor Center, Point Reyes National Seashore, CA***

### ***Visitor Center Mission***

The mission of the Point Reyes National Seashore is education about and preservation of the National Seashore and its national resources.

### ***Overview***

President Kennedy designated Point Reyes as a National Park in 1962. It had long been a priority to create a visitor center and educational facility for the Park, but federal funding was unavailable. The Coastal Parks Association



initiated a capital campaign to create a visitor center and successfully raised the \$1.4 million needed to build the facility, put in new road and create all of the exhibits. From ground breaking to ribbon cutting took just ten months.

### ***Facility***

The Bear Valley Visitor Center is a 7,200 sq ft barn-shaped building. Inside the Visitor Center is a 3,000 sq ft exhibit area, bookstore, a 70-seat auditorium, permit desk, research library, and seating area near a wood-burning stove. There is a picnic area outside of the Visitor Center.

The 71,000 acre Point Reyes National Seashore has a wide variety of centers that host a multitude of activities including three visitor centers, a lighthouse, an educational center, ranches, a Coast Miwok Village exhibit and a hostel.

### ***Visitors***

Point Reyes National Seashore sees about 2.5 million visitors per year. Of this total, an estimated 480,000 visitors come to the Visitor Center. School programs reach about 4,700 children every year.

About 70% of the visitation to the Point Reyes National Seashore is by Bay Area residents, with the remaining 30% comprised of tourists.

### ***Interpretive Focus***

Interpretive programs at the Visitor Center include ranger-led nature walks, horseback, cave or boat tours, lectures, seminars, and narratives with slides and objects, interactive exhibits and a video presentation.

Park Rangers also rove around Point Reyes seeking out visitors with which to mingle.

### ***Operations***

The Visitor Center is under the jurisdiction of the Interpretation Division of the Point Reyes National Seashore, which is part of the National Park Service.

The Point Reyes National Seashore Association works in coordination with the National Seashore. Their operations include staffing visitor centers, selling books, and sponsoring preservation projects and environmental education programs through seminars and camps.

### ***Budget and Staffing***

The Visitor Center has 4-5 Park Rangers working every day. The budget for interpretive personnel at the Visitor Center is about \$287,000 per year. The total budget for Visitor Center Services at the National Seashore is \$1.6 million.



***Grant Grove Visitor  
Center, Sequoia National  
Park, CA***

***Visitor Center Mission***

The interpretive mission of the Sequoia and Kings Canyon National Park is to provide information and facilitate experiences to park visitors and other interested populations so that they will understand and support the parks and enjoy safe visits.

***Overview***

Grant Grove National Park became a National Park in October of 1890, at the same time that Sequoia National Park became federally protected land. In 1940, Grant Grove became a part of the newly designated Kings Canyon National Park. Big Stump Basin was added in 1958. Sequoia National Park and Kings Canyon National Park are two separately designated Parks, but they are managed as one large park as their natural boundaries overlap.

The Grant Grove area includes the General Grant Tree, which is the nation's Christmas tree, the fallen Monarch tree, Big Stump Basin, a historic ranger cabin, and many other named Sequoia trees. Many of the trails in this area are paved.

***Facility***

The Visitor Center is located in Grant Grove Village, a three-mile hike from Grant Grove. Other Grant Grove Village amenities include a lodge, guest cabins, a market, a post office, a restaurant, and picnic areas.

The Visitor Center has an exhibit area, information desk, book sales area, and a 70-seat auditorium. The size breakdown is:

Exhibit Area	2,230 sq ft
Information Area	430 sq ft
Book Sales Area	400 sq ft
Total Square Footage	3,100 sq ft



***Visitors***

The Visitor Center serves an estimated 207,400 people annually. The total annual visitation to Sequoia and Kings Canyon is an estimated 1.4 million people. The Visitor Center has 51 programs that serve just over 1000 school children every year.

***Interpretive Focus***

Campfire talks, evening programs, and Ranger led walks along the paved trails of Grant Grove are several of the interpretive programs offered at Visitor Center. In

addition, the Visitor Center offers interactive exhibits, ranger-led talks, and a 10-minute slide show.

### ***Operations***

Sequoia and Kings Canyon are part of the National Park Service and are managed by a superintendent within their own district. This superintendent reports to a Regional Director based in San Francisco.

The Sequoia Natural History Association works closely with the interpretive staff at the Visitor Center by offering a wide variety of programs that complement those offered by the interpretive staff. In addition to selling books and maps, the Association staff answer visitor questions, lead Crystal Cave tours, host weekend seminars as a part of their field institute, provide free and low-cost programs for schools, and fund park exhibits and research projects.

### ***Budget and Staffing***

The total budget for the Visitor Center is \$230,000, which includes all staff and naturalist programs.

About 80% of the revenue generated from entrance fees stays in the park for operating and maintenance projects, including \$600,000 to renovate the Visitor Center. These renovations will include planning, design and fabrication of new exhibits. An additional \$105,000 has been donated for this renovation.

The Visitor Center has 3 FT staff members who are Park Rangers. These include an Educational Specialist, Grant Grove Naturalist, and Kings Canyon District Naturalist. The Association has 1 FT staff member and one seasonal FT staff member who operate the bookstore and assist visitors. In addition, there are 5 Park Service seasonal rangers, 1 Student Conservation Aide, and 1 FT Summer and 1 PT Winter Forest Service staff members.

***Elkhorn Slough National  
Estuarine Research  
Reserve, Moss Landing,  
CA***

***Visitor Center Mission***

The mission of the Elkhorn Slough National Estuarine Research Reserve is to ensure the perpetual health of ecosystems in Elkhorn Slough and the surrounding watershed through preservation, restoration, research, information exchange and education with particular emphasis on the Research Reserve.

***Overview***

The Elkhorn Slough is a part of the Monterey Bay and is a full-time slough and a seasonal estuary. The Reserve, established in 1979, is managed by the California Department of Fish and Game and was established by the Coastal Zone Management Act of 1972. The Visitor Center was built in 1985.

***Facility***

The Reserve encompasses 1,400 acres and serves as a center for scientific research and education. The 1,300 sq ft Visitor Center was renovated in 1998. There are five miles of hiking trails in the Reserve.



***Visitors***

The Visitor Center hosts about 50,000 visitors per year, 10,000 of which are in the K-12 education program. There is no official number for visitation to the Reserve.

***Interpretive Focus***

The 1998 remodel brought in new interactive exhibits that include a very large, award-winning model of life in the mud that includes the animals that live there. Other interpretive activities include live seasonal plant displays, walks led by interpretive guides, teacher workshops, kayaking and canoeing around the Reserve, and training programs for decision makers.

***Operations***

The California Department of Fish and Game manages the Reserve through a joint partnership with NOAA. Under the terms of this arrangement, the CDFG owns the land and Visitor Center building and employs 7 of the 25 staff members

that work at the Reserve. NOAA is focused on education and requires that the Reserve offer a certain number of specifically focused education programs every year.

Another partner in the Reserve is the Elkhorn Slough Foundation, which manages the bookstore at the Visitor Center and funds the Reserve and its education programs through matching fund grants from NOAA. The main focus of their activities has shifted to land trust and the Foundation currently owns or manages 2,000 acres in the Elkhorn Slough watershed. They have plans to double that acreage in three years.

### ***Budget and Staffing***

The annual budget of the Reserve is ??????. Of this total, an estimated \$???? is for the Visitor Center. Funding for the Reserve programs comes from two main sources. The first is the State of California through the CDFG (30%), which covers operations, salaries for 7 employees, and some programming costs. The second is through NOAA (70%), which comes in the form of educational grants, which are applied for and managed by the Foundation.

There are 25 staff members at the Reserve. Of this total, 3 PT seasonal aides work in the Visitor Center, including an Educational Assistant and two Visitor Center Naturalists. The staffing breakdown is as follows:

CDFG employees – 7 total

Reserve employees – 11 total

Foundation employees – 7 total

In 1998, the Visitor Center was renovated at a cost of \$500,000. The next planned renovation is in 2010.

## ***Columbia River Maritime Museum, Astoria, OR***

### ***Visitor Center Mission***

The Columbia River Maritime Museum is dedicated to preserving and interpreting the maritime heritage of the Columbia River and the Pacific Northwest.

### ***Overview***

The Museum was built in 1982 and was defined by its soaring wave form roofline. The museum was created as a facility for research, conservation and education and was elegant, but lacked interactivity. A \$5 million expansion, completed in May 2002, focused on four major topic areas and then highlighted



those with interactivity and cutting-edge technology.

### ***Facility***

The Museum is a 40,000 building with a new 10,000 sq ft glass wall overlooking the Columbia River. There is also a dock where visitors can board a floating lighthouse called the Lightship Columbia. The total area size is 7 acres. Another component of the expanded facility is a 40 sq ft storage space where the extensive museum can be stored during rotations out of the exhibition space. The Museum also includes a large multi-purpose room, a museum store, movie theater, and an education and research library.

### ***Visitors***

The total area visitation for Astoria, Oregon is about 350,000 annually. The new Museum has doubled its visitation since reopening in May 2002. Total visitation to date for 2002 is over 130,000. Of this number, 3,000 are school children.

### ***Interpretive Focus***

New interactive exhibits combine history with cutting-edge technology. Visitors can experience piloting a tugboat, participate in a Coast Guard Rescue on the Columbia River Bar, experience Astoria at the height of salmon fishing, and view an award-winning film. In addition, the Museum has two certified teachers who do curriculum development for the education programs.

### ***Operations***

The Museum is a 501c3 non-profit and is governed by a 37-member Board of Directors. There is also an Executive Committee comprised of six members who have been granted power of attorney for issues related to the Museum. An Executive Director oversees all operations at the Museum.

The Board of Directors also has a development team that funded the \$5 million Museum expansion. This group was also able to secure a \$3.5 million endowment for the Museum.

### ***Budget and Staffing***

There are 21 FT staff members at the Museum. There is also a core of 150 volunteers. All senior staff is encouraged to do volunteer work or community service, which is also seen as a

The annual budget is \$1.5 million, which covers all salaries, utilities, and public programming. Funding for the Museum is split into three different areas, each

***Columbia Gorge  
Interpretive Center,  
Stevenson, WA***

***Visitor Center Mission***

The mission of the Columbia Gorge Interpretive Center is interpreting the cultural and natural history of the Columbia River Gorge and Skamania County.

***Overview***

In 1979 the Skamania County Historical Society opened a small museum in the Skamania County Court annex, which was funded by the County. In 1981, a planning committee was formed to build a larger permanent home after a local archeologist donated artifacts and library materials from his personal collection. In 1989, Skamania County donated the 18-acre site of a former sawmill for the future Columbia Gorge Interpretive Center. The state of Washington provided a \$5 million challenge grant for construction. The Interpretive Center opened in May 1995 with a \$2.2 million debt. This debt was retired in 2000.

***Facility***

The 23,000 sq ft Interpretive Center is sits on 72 acres of land and includes a 40-foot tall walls of window that overlook the Columbia River. The interior of the Interpretive Center is designed to resemble early Stevenson sawmills. There is 11,000 sq ft of exhibit space that includes 12 galleries, 2 theaters, 2 oral history stations, a research library, and a touch station.

A restored diesel locomotive sits outside the Interpretive Center. Plans are currently underway to create a full Open Air Exhibits area.



***Visitors***

An estimated 21,000 people visit the Interpretive Center every year, of which 3,200 are school children. Most visitors come from the Portland, Oregon and Vancouver, Canada area.

***Interpretive Focus***

The Interpretive Center highlights the history and culture of the Columbia Gorge in a variety of ways. They have a full-sized replica of a McCord fish wheel, Indian and pioneer artifacts, sculptures and man-made waterfalls, steam engines, trucks, boats, photographs, and audio/visual presentations about the regions history. Other interpretive activities include storytelling, petroglyph rubbing, volunteers in costume and mechanical demonstrations of the fish wheel and steam engine.

### ***Operations***

The Interpretive Center is part of the Skamania County Historical Society and is managed by an 11-member governing Board of Directors. The Executive Director manages all Interpretive Center operations.

### ***Budget and Staffing***

The annual budget of the Interpretive Center is \$402,000 with the following breakdowns:

Salaries	\$97,000
Marketing	\$32,000
Insurance	\$15,000
Maintenance	\$6,500
Utilities	\$60,000
Education	\$3,500

A \$2.2 million debt was retired in 2000 and an endowment has been created. Funding is obtained from retail sales, admission fees, memberships, grants and the endowment fund.

There are 5 FT and 2 PT staff members. The Executive Director is a Skamania County employee and the other 6 are Historical Society employees.

## ***Columbia River Exhibition of History, Science & Technology, Richland, WA***

### ***Visitor Center Mission***

The mission of the Columbia River Exhibition of History, Science & Technology is to tell the story of the Columbia Basin from the earliest times to present as well as focus on the future of technology.

### ***Overview***

The Exhibition was originally the Hanford Science Center and was operated by the Department of Energy until 1993 when Federal funding was terminated. In 1997, an interim facility was built for the Exhibition that is part of an agreement with the City of Richland.

A new 30,000 sq ft facility has been designed, but is still in the planning phase.

### ***Facility***

The Exhibition is an 8,000 sq ft museum that sits across from a large outdoor park. The museum features a 9 foot ceiling and wall of windows, a 4,000 sq ft exhibit area, a



1,200 sq ft auditorium with 75-seats, gift shop, office, and storage space.

Outdoor exhibits include a sculpture garden and a “Boomer” living trailer.

### ***Visitors***

The Exhibition hosts an estimated 15,000 visitors per year, of which 7,500 are school children. A further 15,000 school children are reached by education outreach programs.

### ***Interpretive Focus***

The focus of the Exhibition is the natural history of the area, the geological history of the Missoula ice age, Native Americans, agriculture, and the history of the Hanford Site. Interpretive aspects include artifacts, a living trailer from WWII, interactive exhibits and displays, photographs, walking tours, and video presentations from an extensive collection of 200 videos.

### ***Operations***

The Exhibition is a non-profit that is governed by a 13-member Board of Directors. Their primary focus currently is on fundraising and development for their new facility.

The Exhibition has partnerships with several public and private entities. They have a contract with the Department of Energy to curate and display artifacts from Hanford. They also have an MOU with B. Reactor Museum Association (BRMA) to become the gateway to a future museum at the Hanford Site.

### ***Budget and Staffing***

The annual budget of the Exhibition is \$650,000. Funding for Exhibition operations comes from admission fees, memberships, memorial bricks, grants, and an annual grant from the DOE for \$25,000.

There are 6 FT and 3 PT staff members at the Exhibition. There is also a pool of 35 volunteers who act as guides and interpreters.

***Peter & Mary Muth  
Interpretive Center, Upper  
Newport Bay, Newport  
Beach, CA***

### ***Visitor Center Mission***

The mission of the Muth Interpretive Center is to promote and support the protection and preservation of California Coastal Wetlands through environmental education.

### ***Overview***

The Center is located in the Upper Newport Bay, an estuary that was dedicated as the Upper Newport Bay Ecological Reserve in 1975. Peter and Mary Muth, for whom



the Center was named, donated seed money for the creation of the facility, which opened in 2000.

### ***Facility***

The Center is housed in an earth-sheltered building that is hidden from view at street level. The building was constructed using a variety of recycled materials and the roof was planted with native grasses.

Nearly all of the 10,000 sq ft building is used as exhibit space. Other spaces include a multi-purpose room, a 1,400 sq ft studio for hands-on learning, a 700 sq ft library/conference room, offices, and storage and prep rooms.

An additional 12,000 sq ft space is called the Outdoor Plaza and includes the Birds Nest Amphitheater.



### ***Visitors***

An estimated 10,000 visitors come to the Center every year, with school children accounting for over 2,800 of these visits. The Newport Beach area attracts over 7 million visitors per year.

### ***Interpretive Focus***

The Center has many educational programs for children of all ages. These programs include interactive exhibits, a classroom with a variety of activities, live reptiles, games and activities with Park Rangers and parents, night sky viewing, canoeing and walking tours, and a theater. In addition, the Center hosts meetings, workshops and conferences to further its mission.

### ***Operations***

The Center is part of the Orange County Harbors, Beaches & Parks Division. The management and staff of the Center are Park Rangers.

### ***Budget and Staffing***

There are 7 FT staff members at the Center. There are also 140 active volunteers that staff the Center and lead outreach programs.

The annual budget of the Center in 2002 was \$228,000, down 30% from the previous year. Funding for salaries comes out the Public Facilities and Resources Department of Orange County.

A major partner in the Center is the Newport Bay Naturalists and Friends, who offer interpretive classes, guided tours, and fundraising.

The purchase of educational materials was made possible by a \$900,000 grant from the American Oil Trader Lawsuit of 1990. Sponsorships are also being secured for future exhibits and materials. One current sponsor is Mercedes Benz.